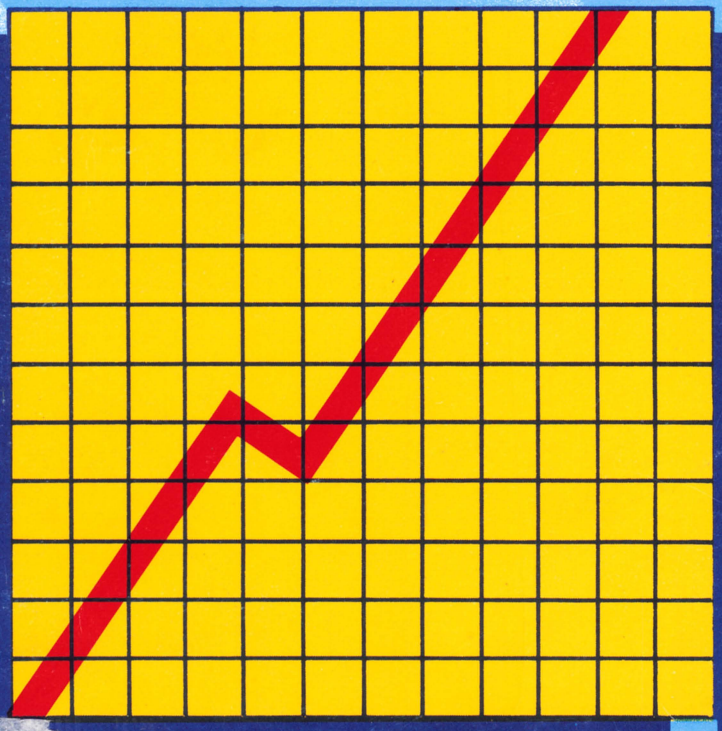
FOR THE COIN-OP ENTERTAINMENT INDUSTRY ..... PUBLISHED TWICE MONTHLY

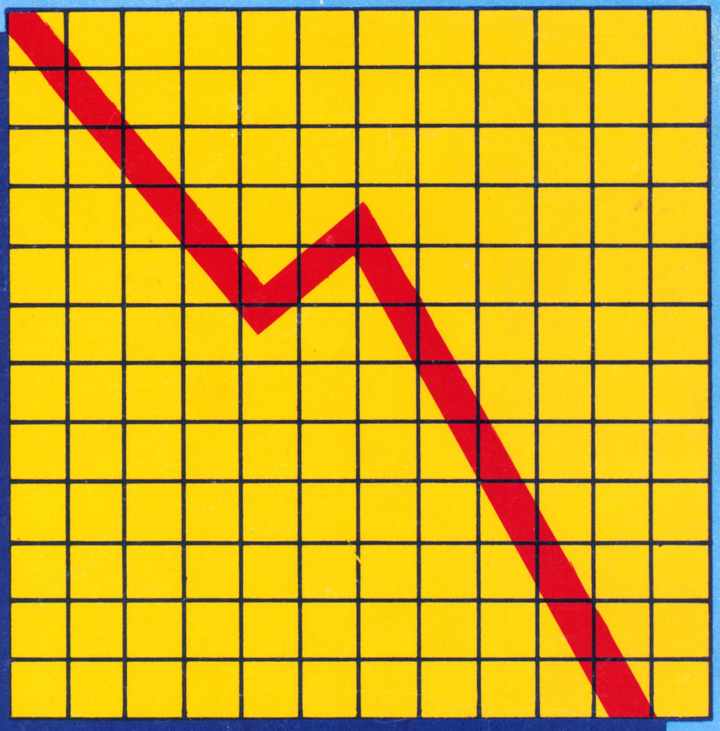
PLAY METER

NOVEMBER 15, 1982

VIDEO GAME SALES



OPERATOR PROFITS



ST FOR FUN
JHN A CRESTANI

1982 State of the Industry

SUBROC-3D

THE WORLD'S FIRST THREE DIMENSIONAL VIDEO GAME

Never before have you experienced a video game like SUBROC-3D™. Experience it you must. It is a whole new dimension in excitement, realism and game play, unlike any video game you can even imagine.

SEGA technology and creativity have combined pace-setting new 3-D sight and stereo sound techniques with still other unprecedented video game features, to bring you brand new dimensions in cash box collections.

SEGA's unique 3-D viewing system brings SUBROC™ excitement to amazing visual life without 3-D eyeglasses. Dynamic stereo sound puts the player in the middle of the action. A two-scenes-in-one panorama makes this dramatic air and sea battle adventure even more a totally revolutionary video game experience.

Imagine skimming your SUBROC fighter craft across the ocean's surface to battle elusive and lethal enemy seaships. Or soaring the stratosphere in high-flying dogfights against flying saucers and speeding space ships. The choice is yours as you guide SUBROC higher, lower, left and right, firing and dodging in a graphic barrage of rocket and torpedo fire, an exciting game of attack and avoid. Picture, if you can, the ultimate adversary — a floating and flying Command Ship with awesome firepower and challenging shielding. It is a game player's delight in a spectacular array of day and night, dawn and dusk 3-D color scenes.

SUBROC-3D must be seen. Must be heard. Must be at the heart of your video game profit picture. SUBROC stands out in the crowd.

For more information on SEGA's fantastic, technological and futuristic 3-D game called SUBROC-3D, contact your local authorized SEGA distributor or the factory.

SEGA ENTERPRISES, INC., 2029 Century Park East, Los Angeles, CA 90067, (213) 557-1700, TWX 688433 • GREMLIN INDUSTRIES, INC., 16250 Technology Drive, San Diego, CA 92127, (714) 485-0910, TWX 910-335-1621 • SEGA ENTERPRISES, LTD., #2-12 Haneda, 1-Chome, Ohta-ku, Tokyo, Japan, TLX 781-22357 • SEGA EUROPE, LTD., 15 Old Bond Street, Mayfair, London, England, W1X 3DB, TLX 851-25512.

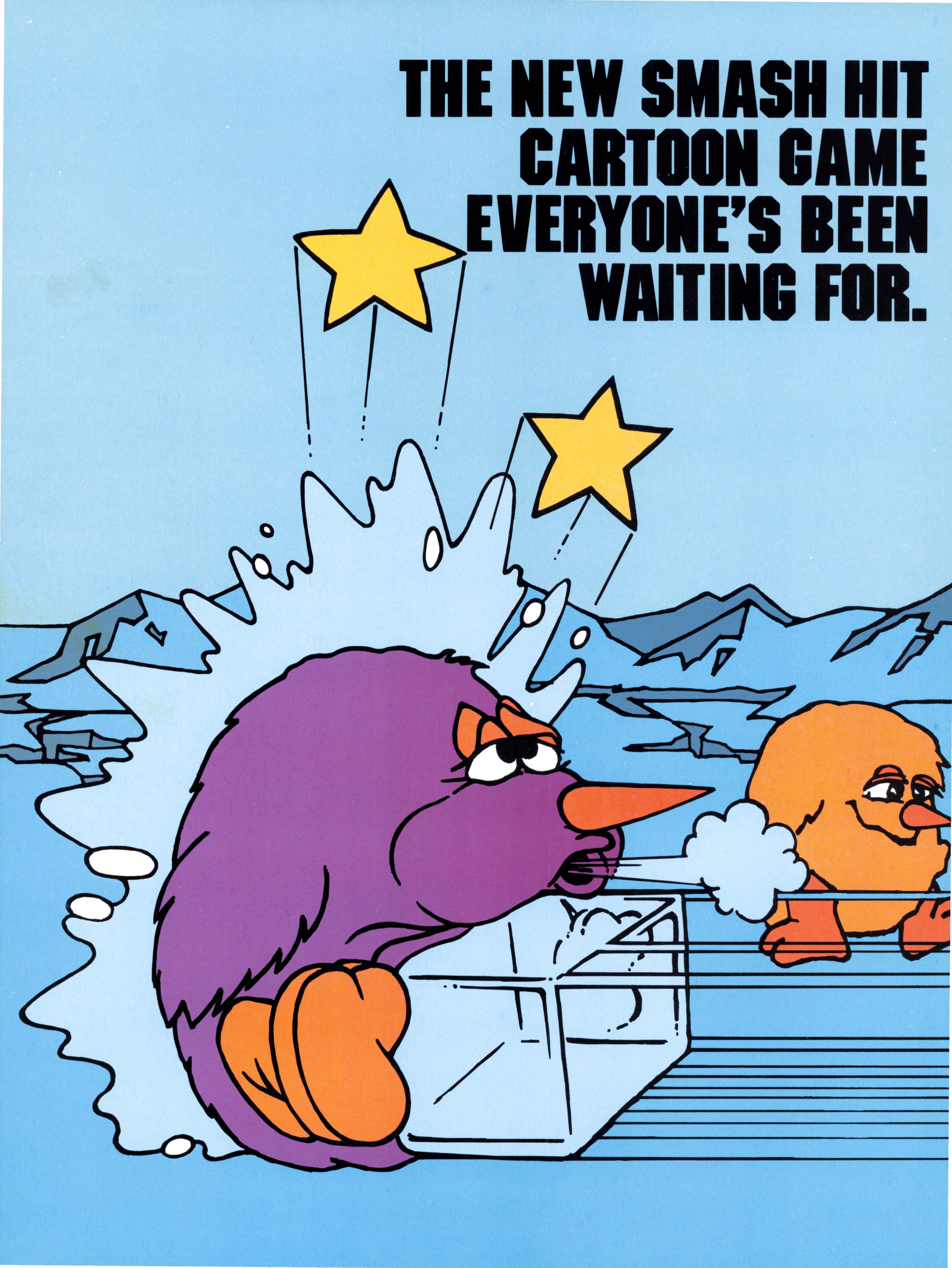
EVERY ARCADE NEEDS SUBROC-3D AS A TREMENDOUS EARNER AND TRAFFIC BUILDER . . . ORDER EARLY FROM YOUR AUTHORIZED SEGA DISTRIBUTOR.

SEGA®

Cockpit: 64-1/2" high, 26-1/2" wide, 61-1/2" long. 379 lbs.

Upright model features pull-out platform that allows younger players to view and play the game.
73-5/8" high, 33-7/8" deep, 26-3/8" wide.
311 lbs.

© 1982 Sega Enterprises, Inc.


THE NEW SMASH HIT
CARTOON GAME
EVERYONE'S BEEN
WAITING FOR.

Pengo™

Smash or be stung . . . that's the name of SEGA's video game sensation, PENGO™! PENGO the Penguin squashes SNO-BEES and avoids being stung. And that's only the beginning.

PENGO is a cartoon pursuit adventure in light-hearted fun and whimsey. The game's lovable and gallant penguin hero swaggers his way through an ice block field and into the hearts of players of all ages and both sexes.

In totally unique game-play action and strategy, PENGO takes on SNO-BEES in challenging and rewarding fun unlike any other video game. Captivating music, contagious antarctic antics, and simplicity of game control combine to make PENGO the new super-star video cartoon game.

For more information on PENGO's proven results in arcades and street locations just like yours, and on SEGA's national advertising and promotional support of PENGO, contact your authorized SEGA distributor today.

SEGA®

©1982 SEGA Enterprises, Inc.

SEGA ENTERPRISES, INC.
2029 Century Park East
Los Angeles, CA 90067
(213) 557-1700
TWX 688433

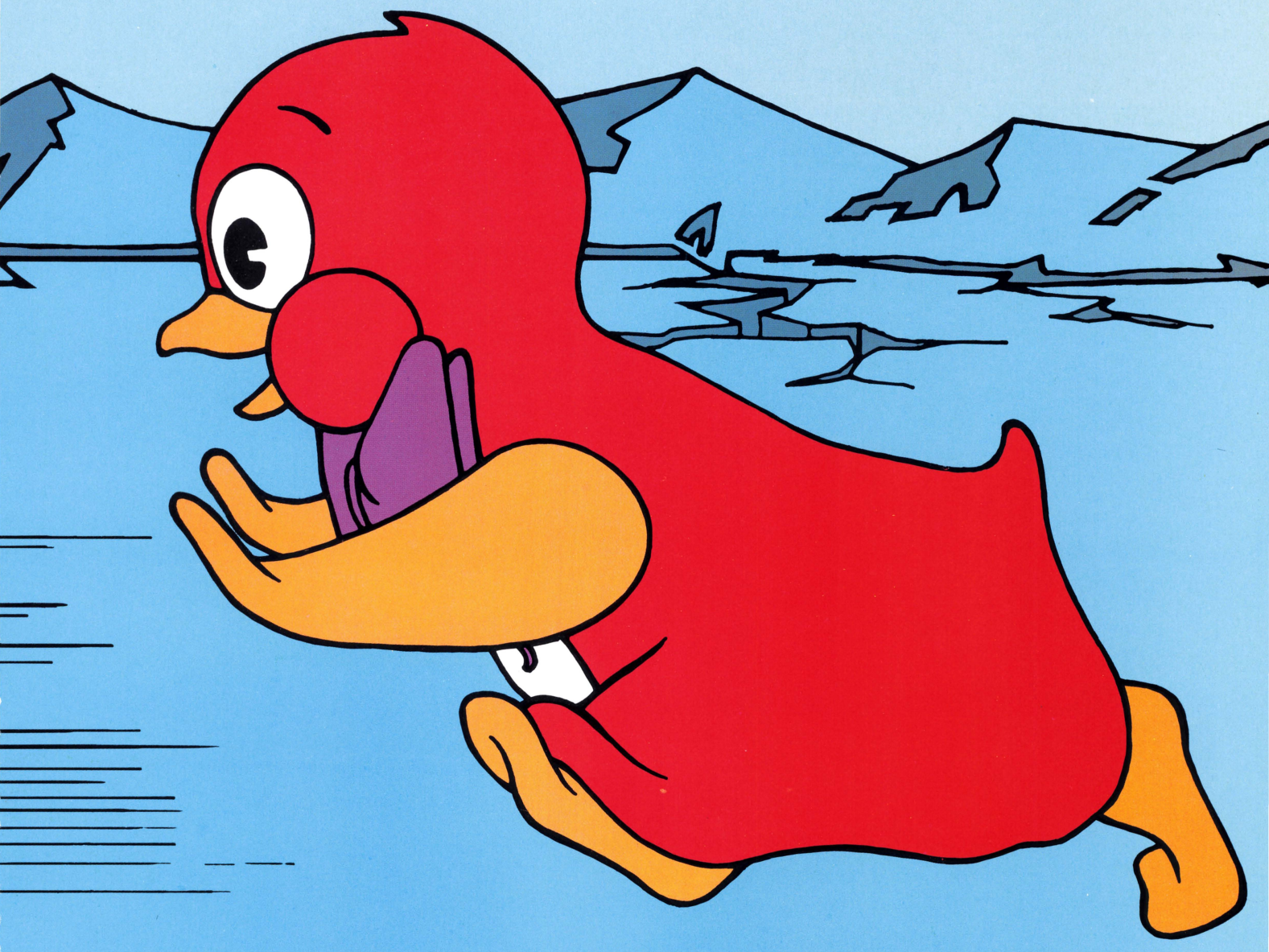
GREMLIN INDUSTRIES, INC.
16250 Technology Drive
San Diego, CA 92127
(714) 485-0910
TWX 910-335-1621

SEGA ENTERPRISES, LTD.
#2-12 Haneda, 1-Chome
Ohta-ku, Tokyo, Japan
TLX 781-22357

SEGA EUROPE, LTD.
15 Old Bond Street
Mayfair, London, England
W1X 3DB, TLX 851-25512

Upright: 71″ high, 27⅝″ deep, 25⅜″ wide. 310 lbs.

Table: 22⅛″ high, 29⅛″ deep, 31 15/16″ wide, 165 lbs.



You Can Bank on Frog Ball

Hot new family game!

That's right, Frog Ball offers you a wholesome new money maker for the entire family. Frog Ball creates ***fun, entertainment*** and . . . ***excitement*** for every family member. The ***challenge*** is flipping the balls into the frog's mouth.

You have several options: one is to program Frog Ball to dispense a ticket with every ball or when 5 balls have been flipped into the frog's mouth. Other options are to dispense merchandise or prizes. Of course, you have the option of not dispensing anything. Whatever you choose, you still have a family game with longer staying power than most other games . . . in less space. Now the best part, its ***low price.***

Tickets May Be Redeemed for Prizes at Display Area

Coinage:	Multiple — Coins or tokens Selector switch inside	**Size**	70"H, 24"W, 24"D
Balls:	6 per game	**Options**	1. Ticket dispenser 2. Merchandising capabilities

VENDING INTERNATIONAL
CORPORATION

33157 Camino Capistrano, Suite C • San Juan Capistrano, CA 92675 • (714) 661-6808

PLAY METER

Twice a Month Publication for the Coin Operated Entertainment Industry

BPA Member Business Publications Audit

CONTENTS/ Volume 8, Number 22/November 15, 1982

FEATURES

Subscribers' Poll Results 43

How many videos were bought in 1982? Do operators favor speed-up kits? How do they feel about "gray area" games? Here is the 1982 State of the Industry report with charts and graphs to help you pinpoint trends and see how your business performed in 1982 compared to businesses nationwide.

Look Ahead 77

After reading the results of the **Play Meter** poll, you are probably wondering what your equipment purchases should be in 1983. **Play Meter** talked to 20 operators nationwide quizzing them on their prospective buying patterns for '83.

Operators Speak Out 90

Read what operators themselves say about the industry. They talk about topics ranging from interchangeable games, to service gripes, to problems with manufacturers.

Associations Assess Activities 96

See what association leaders say about the industry and how they gear up their groups for legislative battles, P.R. campaigns, and money raising activities.

DEPARTMENTS

10 Up Front
13 Letters to the Editor
16 Equipment Poll
19 News
120 Puzzle Answer
122 Our 'cades
126 Snapshots
127 For Promotion
130 PR Problems/PR Solutions
135 Coin of Vantage
137 Frank's Cranks
140 Technical Topics
142 Critic's Corner
144 New Products
147 Classified
157 Aids to the Trade

WE INTERRUPT THIS MAGAZINE FOR AN IMPORTANT MESSAGE!

Central Distributing Co. is reported to be making the best deals on new (& used) equipment.

The Omaha, Nebraska firm, known industrywide for its immediate deliveries, is beating all competition in the areas of:

SERVICE • PARTS • AND PRICE

THEY'RE SECOND TO NONE!

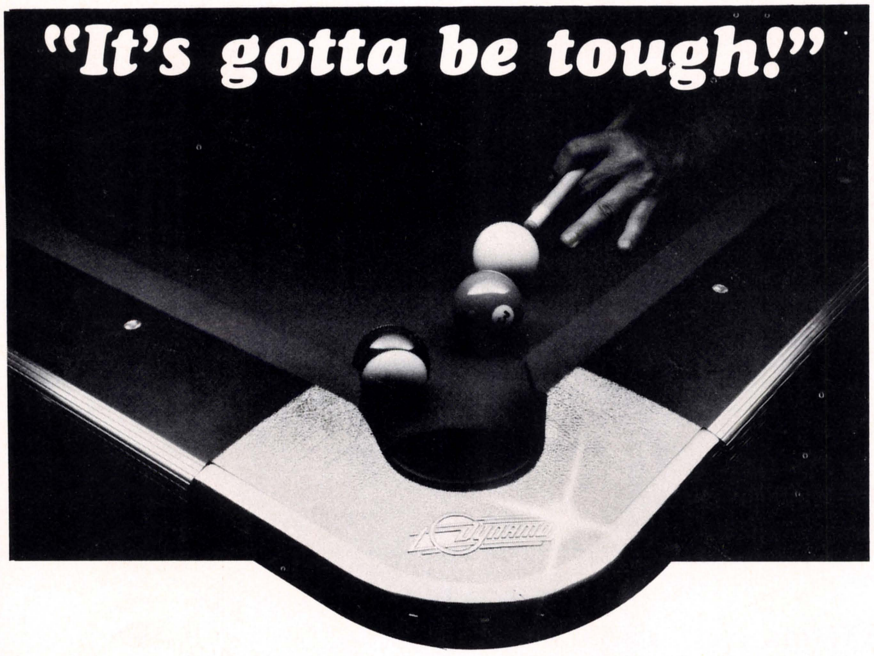
Representing all major manufacturers
We have the best reconditioned games
in the country—no brag, just fact.

CENTRAL DISTRIBUTING CO.

3814 Farnam St. Omaha, Nebraska 68131

(402) 553-5300

"It's gotta be tough!"



That's what the operators said about pool tables. And that's why Dynamo built the Big D. From its all steel and plywood construction, to the steel coin box housing and patented 2¼ inch ball separator, Big D pool tables are built to survive. Dynamo designed the Big D to be what operators want most — a solid, secure, maintenance-free investment.

Call Dynamo today for the toughest pool tables on the market.

Dynamo Corporation
1805 South Great Southwest Pkwy.
Grand Prairie, Texas 75051
(214) 641-4286 / 1-800-527-6054 / Telex: 732432

Publisher and Editor:
Ralph C. Lally II

Editorial Director:
David Pierson

Managing Editor:
Laura R. Braddock

Associate Editor:
Mike Shaw

Administrative Assistant:
Valerie Cognevich

Art Director:
Katey Schwark

Circulation Manager:
Renee' C. Pierson

Typographer:
Jo Ann Anthony

Graphics:
Jeanne Woods

Technical Writers:
Randy Fromm
Frank Seninsky

Correspondents:
Roger C. Sharpe
Mary Claire Blakeman
Charles C. Ross
Mike Bucki
Paul Thiele
Bill Kurtz
Dick Welu
Tony Bado
Michael Mendelsohn
Bill Brohaugh

Classified Advertising:
Valerie Cognevich

Advertising Manager:
David Pierson

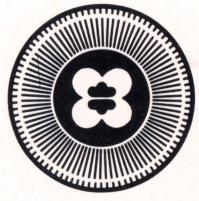
Illustrator:
Bob Giuffria

European Representative:
Esmay Leslie

PLAY METER, November 15, 1982. Volume 8, No. 22. Copyright 1982 by Skybird Publishing Company. **Play Meter** (ISSN 0162-1343)(USPS 358-305) is published twice monthly on the 1st and 15th of the month. Publishing offices: 508 Live Oak St., Metairie, La. 70005; **Mailing address:** P.O. Box 24170, New Orleans 70184, U.S.A.; phone: 504/838-8025. For subscriptions: 504/837-7987. Subscription rates: U.S. and Canada—$50; foreign: $150, **air mail only.** Advertising rates are available on request. **No part of this magazine may be reproduced without expressed permission.** The editors are not responsible for unsolicited manuscripts. **Play Meter** buys **all rights,** unless otherwise specified, to accepted manuscripts, cartoons, and art work. Second-class postage paid at Metairie, La. 70002 and additional mailing offices. **Postmaster:** Send Form 3579 to PLAY METER, P.O. Box 24170, New Orleans, La. 70184.

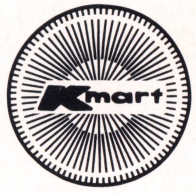
European Office: PLAY METER Promotions, "Harescombe" Watford Road, Northwood Middx. England, Northwood 29244.

Van Brook is #1 World Wide



Keeping our Customers Number One has made Van Brook the Number One Leader in the Amusement & Vending Token Industry. *No other supplier can offer you:*

- *Immediate, same day shipment on Stock Tokens and Accessory Items.*
- *Buy-Back Agreement 100% on Stock Tokens.*
- *Special-Sized Token Wrappers.*
- *Wide array of all necessary Signs and Stickers.*
- *Accessory Items in stock for immediate shipment.*
  - Token Mechs (Metal & Plastic, 48 different sizes and types).
  - Cradles & Cradle Kits.
  - Push Chutes (Complete, Single-Token & Double-Token).
  - Replacement Slides for Push Chutes.
  - English #515 Roll-Down Acceptors.
  - English 4 x 4 Replacement Cradles.
  - Klopp Token Counters.
  - Kwik Koin Token Dispensers.



- *Expert Technical Advice & Assistance, based on many years of experience.*
- *Professional Artwork & Design Service at no charge.*
- *Hundreds of attractive Stock Dies.*
- *NOTES & QUOTES Promotion Booklet (up-dated and revised periodically).*
- *Exporting Expertise -- We know the Export Market, and how to solve its complex problems.*
- *Product Exellence -- Van Brook Standards of Precision and Quality Control are the highest in the Token Industry.*

Phone or write for catalog & samples

Copyright © 1982 • Van Brook of Lexington, Inc. • All Rights Reserved.

VAN BROOK OF LEXINGTON, INC. • P.O. BOX 5044, LEX. KY. 40555
(606) 231-7100

UP FRONT

We are pleased to present *Play Meter's* 1982 State of the Industry issue. As you can see, this issue is full of current economic and statistical information about this industry.

In addition, you have the chance to read what operators would like to tell manufacturers and distributors. Their words ring out loud and clear, and the things they say underscore the major problems facing the industry today. You will also read how some operators are planning for the difficult times that lie ahead and how the AMOA and our state associations' role in the operators' struggle is becoming more important than ever.

The majority of information in this issue was compiled from our recently conducted 1982 Subscribers' Survey. We are particularly pleased with this year's survey. It turned out to be the largest and most comprehensive study of its type ever undertaken by a publication serving this industry.

On behalf of the entire staff at *Play Meter*, I would like to especially thank the 693 operators out there that put forth the time and effort answering this year's survey. Without your devotion and support, this entire issue would not have been possible. Believe me, you *are* appreciated, and your voices will be heard.

As for the state of the industry itself, I won't try to sum it up here. It has taken this whole issue to accomplish that task. It will come as no surprise to any of you that all is not well. Operators all across the country have been reporting their collections are down 20 to 30 percent compared to this same time last year.

Our '82 survey confirms that sales of new video games have hit an all-time high. What we have here is a market that has matured at the expense of becoming saturated. That is not to say that there are no new markets for video games—there will always be new markets. I just don't see any promising prospects at this point in time. It almost seems as if every conceivable location that could want a video game has one or more.

Having all those games in all those locations was well and good with outstanding games such as *Asteroids, Pac-Man,* and *Defender.* But where were the likes of such games this year? With the possible exception of *Donkey Kong,* and *Ms. Pac-Man,* which continued to ride the crest of the *Pac-Man* wave, we had no super sensational hit games this year.

Whatever the reason, operators are paying top dollar for games that are not earning as much as their counterparts of one year ago nor are they lasting as long on location.

Aside from these economic problems, more than one third of our nation's operators are hampered at the local level by all sorts of legal restrictions, higher taxes, higher license fees, and the like. All in all, one could say that this industry is faced with a rather dismal situation.

There are, however, a few rays of hope. Although there will be a shakeout at the manufacturing and operator level, the demand for games and music will always be there and the industry will prevail. What we're looking for is to see fewer models but better games coming off assembly lines, a bigger move toward the convertible games concept, the legal licensing and selling of speed-up kits, and the continued success of national, state, and local associations in their fight against local legislation.

It has been said that this industry is recession proof. Until now, that old industry adage seemed to be true. If we finally have been hurt by our country's economic recession, then let us hope that that means the recession has finally bottomed out. And if this recession is to make a recovery, let us hope that the last industry affected will be the first industry to recover.

Ralph C. Lally II
Editor and Publisher

STRETCH YOUR DOLLARS AT ROYAL DISTRIBUTING

LOWEST CASH PRICES IN THE INDUSTRY

Call:

Jack Schleicher, General Manager
Claudia Wilson, Sales Manager
Fran Lutterbie, Sales
Joe Westerhaus, President

ROYAL DISTRIBUTING CORP.

1210 Glendale-Milford Rd. Cincinnati, Ohio 45215

513/771-4250

CALL TOLL-FREE

(USA) 800/543-4250
(Ohio) 800/582-2699

This magazine's got your name, your rank and your number.

The better we know you, the better our chances of writing articles you'll find relevant and useful. The same holds true for our advertisers.

Knowing who you are (your name, job title, company and industry) enables them to more easily develop messages which meet your informational requirements.

Circulation information helps advertisers determine who you are, what to say and where to say it. And since advertisers support our publication and allow us to keep bringing you high quality editorial, we think they deserve the most reliable and current circulation facts and figures available.

BPA (Business Publications Audit of Circulation, Inc.) helps us provide it. An independent, not-for-profit organization, BPA audits our circulation list once a year to verify that it's accurate and up to date.

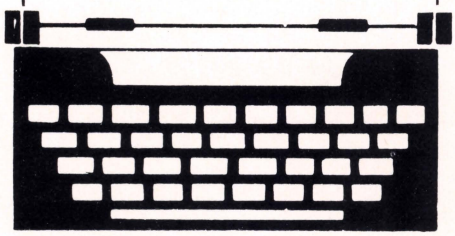
The BPA audit makes sure our advertisers get the readers they pay for. And when advertisers get the readers they pay for, chances are they get the results they pay for, too.

BPA. For readers it stands for meaningful information. For advertisers it stands for meaningful readers. Business Publications Audit of Circulation, Inc.
360 Park Ave. So., New York, NY 10010.

BPA

We make sure you get what you pay for.

Letters to the editor . . .



More on the Equipment Poll

I have been in this business now for about two and a half years, being one of the newcomers. All the publicity about this being a "get rich quick business" is a bunch of hogwash. There definitely is good money in it but not enough to pay for all the new games that come out each week.

What got me into this business were the so-called "gray-area games," which for me, at least, earn more money than several videos that have been on the market for over a year, such as Midway's *Pac-Man*. The highs that *Pac-Man* earned were higher than some or most of the "gray-area" highs, but after six months to a year, they fell drastically. To top that, if I alter these games, I face the possibility of having them confiscated.

I will continue to buy new videos but at reduced prices and quantity of machines. To me they are nothing much more than a ripoff produced by the manufacturers. How many on the list provided for August 23 will be producers next spring? Six, seven, maybe! But we the operators have nothing to fear; the new list by then will be twice as long, more to choose from. B.S.

What we the operators have to fear for not buying the new machines are location losses. If we don't buy a *Naughty Boy* or a *Frenzy*, someone else will and we lose that location. These manufacturers, who we made rich, are not in any way doing us any justice, but there is not much we can do, except possibly find another business or stop being so-called street operators.

In your future "Equipment Surveys" that you send out, inquire about some of my comments, i.e., total machine production, gray-area games, new games, and disgust with the manufacturers.

I enjoy much of your magazine except for possibly the "Equipment Poll" in the way it is projected. The Equipment Poll is a beneficial entry in your magazine, although it is biased. I have formed this opinion after seeing polls from other publications for the same week's survey but with vast differences in the results. I now use these polls loosely in helping me make purchases.

Joseph Gallant
Coin-Amuse Vending

* * * * *

As an equipment operator, I read with interest *Play Meter* and appreciate the fine articles and information given in the magazine. Unfortunately, I do not feel that it is a fair representation of the industry to limit the reporting of the top machines in the Equipment Poll just to those machines which have been manufactured within

Audio Visual Amusements

Offering the finest new and used equipment

REPRESENTING LEADING FACTORIES

• SALES, PARTS, SERVICE •

ARCADE PLANNING SPECIALISTS

Every new and used video in stock at all times

YOU'VE TRIED THE REST, NOW TRY THE BEST

WE'RE EAGER TO SERVE

1809 Olive Street
St. Louis, Missouri 63103

(314) 421-5100
For further information, call Pete Entringer (collect)

LOW COST
ARCADE INSURANCE

★ Arcade Specialists
★ National A+ Companies
★ Premium Financing Plans
★ Nationwide Claims Offices

Call or write...
EISEN INSURANCE AGENCY
1930 S. Alma School #C-210
Mesa, Arizona 85202
602-897-9099

FOR EVERYTHING YOU MAY NEED IN GAMES, VENDING & MUSIC.

CALL BANNER SPECIALTY COMPANY

BALTIMORE (301) 944-5060
PHILADELPHIA (215) 236-5000
PITTSBURGH (412) 782-0800
TOLL FREE: VA 800-638-3818,
NJ/DE 800-523-3888, PA 800-822-3788

WE'RE ALWAYS READY TO SERVE YOU.

BANNER
The Operator's Distributor Since 1917.

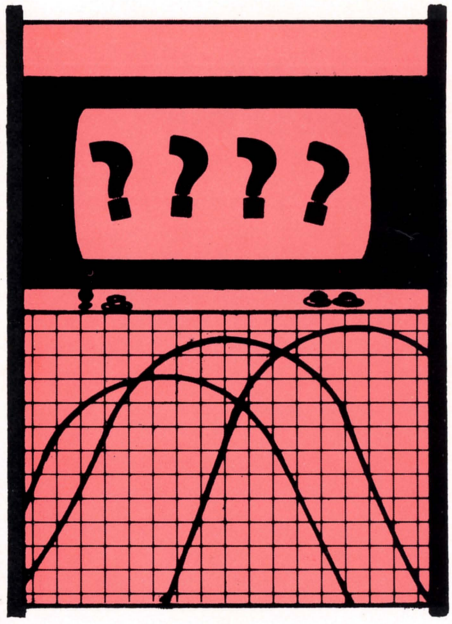
the last year.

Either there should be a third category which gives the gross revenues reported for *all* machines, listing the top 10 producers from *all* video game machine revenues, or else the poll should not be limited to only those video games produced within the last year.

I am still having many games, such as *Defender* and *Berzerk*, which are making more revenues in given locations than some of the new models.

Would you please take these suggestions in consideration as I know there are many others who feel the same as I.

J. D. Hancock
Rexburg, Idaho



* * * * *

Once again I want to praise your fine publication on its objective, investigative, and informative coverage of the video games industry.

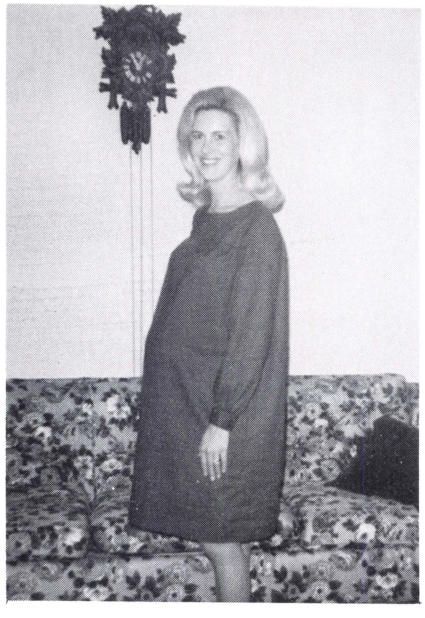
I am very happy to see the direction of your Equipment Polls, going direct to those operator/subscribers. I feel, that in this manner, honest equipment polls may give a fair evaluation of all equipment on the market. Of course, this effectively bypasses those "stuffed" cash boxes by any unscrupulous manufacturers that might exist. After all, many of the operator/subscribers consider your publication's poll the "Bible" in their thoughts of new equipment purchases. Thanks for an honest poll!

Chuck Ryan
Melbourne, Florida

[*Ed. Note: See page 67 for answers and observations to questions raised by these readers.*]

GAME EXPERTS

PROVIDE IMMEDIATE DELIVERY



SO WHY WAIT MONTHS?

With us, there are no surprises because we handle your new games with "kid" gloves.

C.A. Robinson & Company

2891 West Pico Blvd., Los Angeles, CA 90006

Tel: 213/735-3001

Play Meter Equipment Poll

The following are rankings of the top videos and top pinballs making above average weekly gross collections nationwide. The dollar amounts appearing are the average weekly grosses as reported to Play Meter magazine through its regular national operator survey. These averages are for games that are currently being marketed in the U.S. (no older than six months). Games with less than adequate responses (less than fifty percent) but with above average collections are so noted. Games not appearing on the poll either (1) did not generate over a ten percent response rate to provide an adequate representative sampling or (2) did not register weekly gross collections above the national average. We encourage operators to join our ever-growing number of readers participating in the survey.

TOP VIDEOS
Arcade Locations

Fourteen of 30 videos (47%) with a response rate over ten percent have above average earnings.

	Nov. 15	Nov. 1
National video average	$187	$191
★ 1. *Jungle King*/Taito	$270	$276
★ 2. *Donkey Kong Jr*/Nintendo	$245	$291
3. *Ms. Pac-Man*/Midway	$226	$233
4. *Tron*/Midway	$225	$245
5. *Robotron*/Williams	$202	—
★ 6. *Tutankham*/Stern	$200	$229
7. *Galaga*/Midway	$195	$193
8. *Dig Dug*/Atari	$192	—
9. *Donkey Kong*/Nintendo	$191	$199

★ *Conditionally Rated— Weekly average based on less than 50% response rate*

TOP VIDEOS
Street Locations

Thirteen of 24 videos (54%) with a response rate over ten percent have above average earnings.

	Nov. 15	Nov. 1
National video average	$174	$183
1. *Galaga*/Midway	$210	$217
★ 2. *Tron*/Midway	$206	$230
3. *Ms. Pac-Man*/Midway	$201	$220
★ 4. *Tutankham*/Stern	$200	$219
★ 5. *Dig Dug*/Atari	$194	—
6. *Stargate*/Williams	$178	—
7. *Donkey Kong*/Nintendo	$176	$194

TOP PINBALLS
Arcade & Street Locations

	Nov. 15	Nov. 1
National pinball average	$ 95	$108
1. *Speak Easy*/Bally	$130	$163
2. *Mr. & Mrs. Pac-Man*/Bally	$116	$114
★ 3. *Rocky*/Gottlieb	$115	$143
4. *Rapid Fire*/Bally	$113	—
★ 5. *Devil's Dare*/Gottlieb	$110	—
6. *Caveman*/Gottlieb	$106	$147

Provisionally Rated Videos

(Above average earning games, with a response rate between 10—25%)

Arcade Locations

Provisional Ratings	Nov. 15	Nov. 1
Slither/GDI	$280	$227
Moon Patrol/Williams	$260	$196
Naughty Boy/Cinematronics	$217	—
Gravitar/Atari	$211	$212
Robby Roto/Midway	$189	—

Street Locations

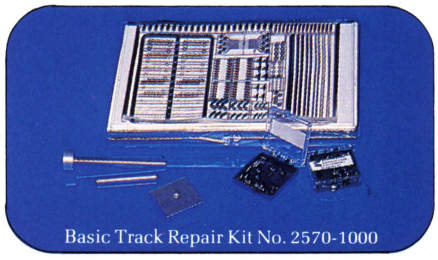
Provisional Ratings	Nov. 15	Nov. 1
Slither/GDI	$283	$225
Jungle King/Taito	$263	$258
Donkey Kong Jr/Nintendo	$241	$270
Naughty Boy/Cinematronics	$241	$194
Moon Patrol/Williams	$220	$183
Robby Roto/Midway	$203	—

PINBALLS

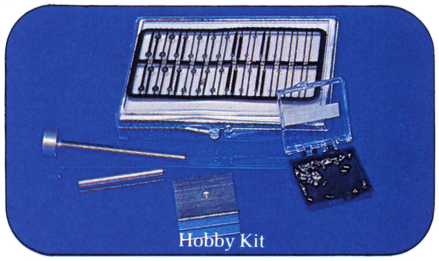
Provisional Ratings	Nov. 15	Nov. 1
Spirit/Gottlieb	$150	—

MODEL SRS-050
Printed Circuit Track Repair Kits

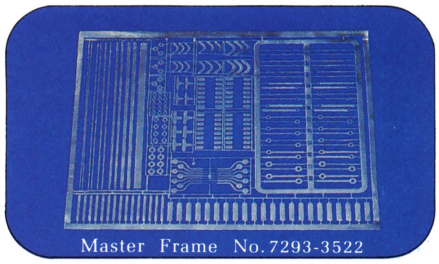
Service Technicians
Track Repair Kit No. 2570-0010



Basic Track Repair Kit No. 2570-1000



Hobby Kit

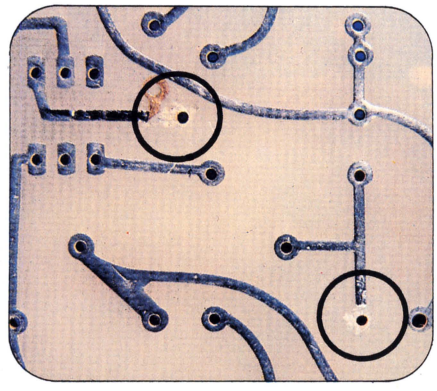


Master Frame No. 7293-3522

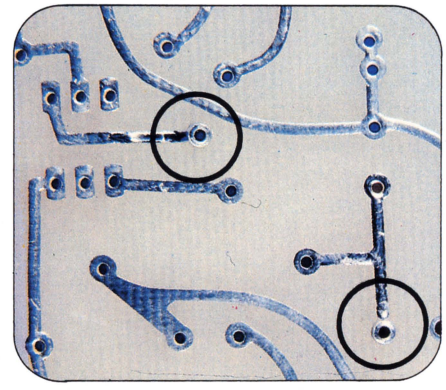
DP-1 Desolder Pump offers full industrial performance and features at an "economy" price. The DP-1 features all metal construction with precision components for maximum reliability and ease of operation. Suction is precisely regulated for efficient solder removal without damage to delicate circuitry. Self-cleaning on each stroke, the DP-1 is quickly dis-assembled without special tools for maintenance or repairs. Replacement Teflon™ tip Part No. RTP-1. **Circle 15 on Reader-Service Card**

Standard Track Repair Kit No. 2570-0025

Salvage Just One PC Assembly "On The Spot In Time" and a Track Repair Kit is Paid For!



Before: Pad and Eyelet are missing.



After: Repaired with SRS-050 Kit, the Pad and Eyelet have been neatly replaced.

Components in No. SRS-050 Track Repair Kits:	Stan.	Tech	Basic	Hobby
Master Frames with tracks, fingers, pads, elbows, flatpack pads*	3	2	1	
3 Sizes of Eyelets and 3 Sizes of Funnelets	X	X	1 Asst'd	
1 Set of Eyelet Setting Tools	X	X	X	X
1 Consumable Replacement Kit No. 2580-1394: 3 each of red and green bullets, 1 acid brush, 1 each of red and grey abrasive sticks, 1 set epoxy, 1 mixing pad, 5 spatulas, 1 bottle of flux, 1 bottle cleaner.	X	—	—	
1 Track Tool Set No. 2590-1524; tweezer (fine straight), tweezer (curved), clamp, ball mills (1/32", 3/64", 1/16"), and knife set.	X	—	—	
3 sizes of eyelets				X
2 frames of track pads A-Z				X

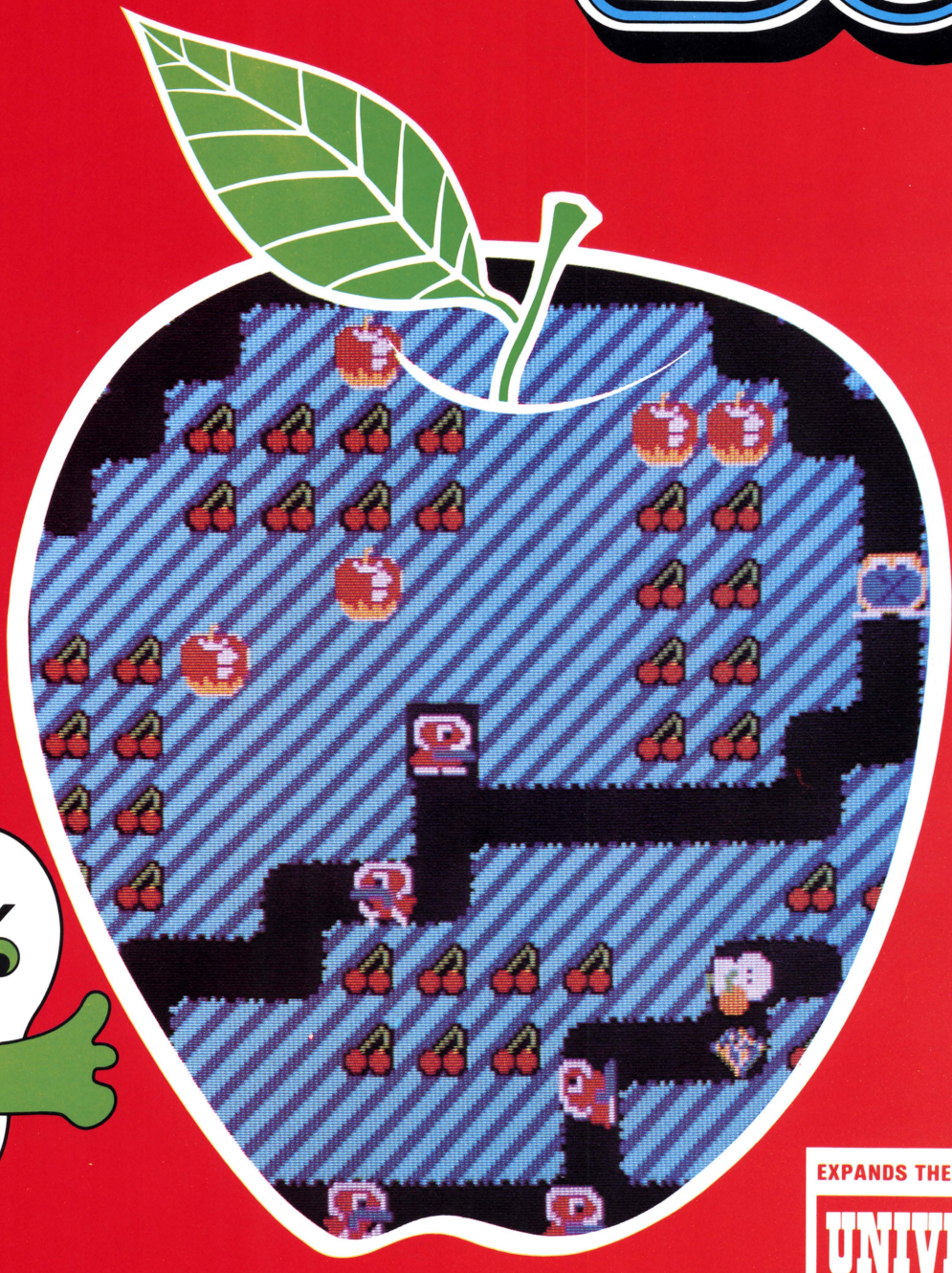
Master Frames, Pad Track Frames, Track Selector Frames, Edge Connector Frames, Eyelets/Funnelets, Consumable Replacement Kit and Track Tool Set, can be purchased separately.

A.P.E.
Automated Production Equipment Corporation

142 Peconic Ave, Medford, NY 11763, USA. (516) 654-1197
TWX: 510-228-2120. APE MDFO

Do It

Mr. Do!



EXPANDS THE WORLD OF PLAY

UNIVERSAL

UNIVERSAL U.S.A., INC.
3250 Victor St., Santa Clara, CA 95050
Telephone: 408-727-4591

Toll Free Service: 800-538-7548
TLX: 172 247

© 1982 UNIVERSAL USA

NEWS

By Mike Shaw

BALLY SELLS, MIDWAY SUES, OPS WIN SPEED—UPS • "PLAY METER" SURVEYS INDUSTRY • COURT AFFIRMS CONSTITUTIONAL RIGHTS • KANSAS JUDGE FAVORS "GRAY" GAMES • STATE TAX GIVES LOCALS LOOPHOLE • OH, THANK HEAVEN, A VICTORY • COUNTRIES HASSLE OVER VIDEOS • OMAA DIVIDES TO CONQUER • COIN GETS TAX CUT • ATARI JOINS IN • CROUSE ELEVATED AT WILLIAMS • ECONOMIC STATS IMPRESS SUPERVISORS • BALLY EXEC INSTRUCTS ARCADE OPS • FIRM OFFERS ADULT VIDEOS

BALLY SELLS, MIDWAY SUES, OPS WIN SPEED-UPS

While Bally/Midway's legal battalion tracks down illegally enhanced *Pac-Man* games across the country, one of Bally's distributorships has been openly selling illegal enhancement kits to its customers.

The height of irony in this paradoxical situation occurred August 23 when Midway filed for and obtained a temporary restraining order against 65 defendants in New York who were allegedly operating illegal copies of, or illegally enhanced *Pac-Man* games.

According to Midway attorney Sidney Katz, about 30 of the 75 games that were seized in the raid subsequent to the issuance of the order were enhanced *Pac-Man* games.

Midway obtained the order in federal district court in Brooklyn. There Judge Nickerson (the same judge who ruled in the historic *Stern vs. Kaufman* case wherein copyrights for makers of video games were firmly established) provided Midway with 65 separate impoundment orders.

About the same time those illegal games were being impounded in New York, *Play Meter* learned from informed sources that Bally Northeast Distributing in Dedham, Massachusetts, which serves a major part of New York, has been selling the illegal enhancement kits to buyers for at least the better part of a year.

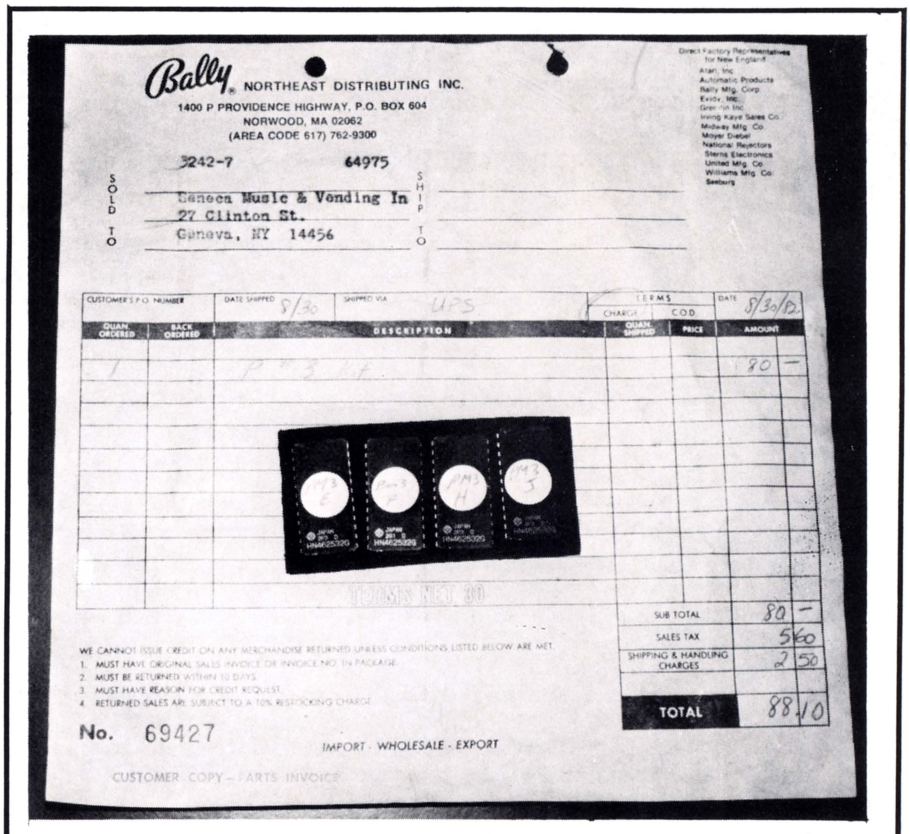
It should be noted that the kits being sold were not the "legal" *Pac-Man* modification kits produced in 1981 by Midway. That kit, a two-rom replacement, was ill-received by operators who were disappointed in its ability to increase earnings, according to several operators. However, kits sold and invoiced by Bally Northeast were of the four-rom variety, the same type of kit Midway is having impounded throughout the country as an infringement of the company's copyrights related to *Pac-Man*.

Sources told *Play Meter* that a Midway executive became aware in early 1982 that Bally distributors were selling the illegal kits and at that time issued an order for them to stop.

But Bally Northeast continued to sell the illegal kits.

Most operators caught employing illegal kits have been getting their impounded games returned after out-of-court settlements with Midway wherein they admit their wrongdoing, promise never to employ the kits again, and pay Midway about $1,000 in damages.

A representative of Bally Northeast told *Play Meter* the order to stop selling the illegal kits was issued at the time it was received, but parts department personnel, for unknown reasons,


Bally NORTHEAST DISTRIBUTING INC.
1400 P PROVIDENCE HIGHWAY, P.O. BOX 604
NORWOOD, MA 02062
(AREA CODE 617) 762-9300

3242-7 64975

SOLD TO: Geneen Music & Vending In
27 Clinton St.
Geneva, NY 14456

SHIP TO:

DATE SHIPPED 8/30 SHIPPED VIA UPS TERMS COD DATE 8/30/82

QUAN. ORDERED	BACK ORDERED	DESCRIPTION	QUAN. SHIPPED	PRICE	AMOUNT
1		P.E.M.S.			80 —

SUB TOTAL 80 —
SALES TAX 5 60
SHIPPING & HANDLING CHARGES 2 50
TOTAL 88 10

WE CANNOT ISSUE CREDIT ON ANY MERCHANDISE RETURNED UNLESS CONDITIONS LISTED BELOW ARE MET.
1. MUST HAVE ORIGINAL SALES INVOICE OR INVOICE NO. IN PACKAGE.
2. MUST BE RETURNED WITHIN 10 DAYS.
3. MUST HAVE REASON FOR CREDIT REQUEST.
4. RETURNED SALES ARE SUBJECT TO A 10% RESTOCKING CHARGE.

No. 69427

IMPORT · WHOLESALE · EXPORT

CUSTOMER COPY — PARTS INVOICE

While Midway was suing operators for using speed-up kits, another Bally subsidiary, Bally Northeast, was selling the illegal kits, as can be seen from this invoice and the four-rom kit delivered to an operator.

ignored the order and continued selling the kits. When Bally Northeast management discovered that the kits were still being sold, the offending employees were terminated as were the sales of the illegal kits.

In light of this rather embarrassing situation, Midway Manufacturing has informed *Play Meter* that it will be actively promoting the sale of legal enhancement kits in the very near future. If so, one of the most hotly contested issues of the year will turn in favor of the nation's operators, for enhancement kits will not only be available but legal. •

'PLAY METER' SURVEYS INDUSTRY

The results of the 1982 *Play Meter* Annual Subscriber Poll are in, and amid the plethora of statistical data gleaned from this industry's most ambitious survey effort, one glaring paradox prevails: while the nation enhances its love affair with the entertainment of the computer age, those responsible for bringing video games and their coin-op compatriots to the public, the operators, are suffering from significant declines in profits.

Play Meter Publisher Ralph C. Lally II pointed out the operators' dilemma.

"It is the most significant finding of the survey, that, while the sale of new videos by manufacturers reached a new high, operator income and profit margins took a turn for the worse."

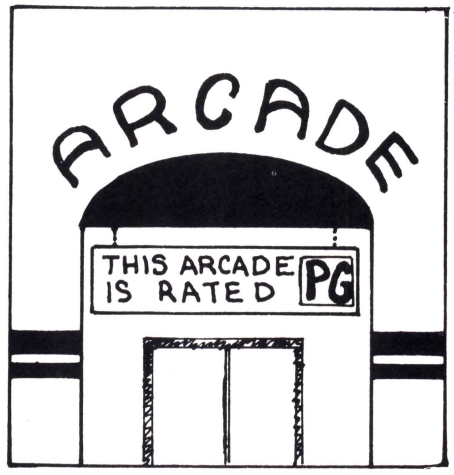
The survey, that Lally identifies as "the most comprehensive ever undertaken for this industry," asked for information on all types of coin-op amusement equipment. Those responding, a whopping 6.4 percent of the nation's estimated 12,000 operators, told *Play Meter* how many of each type of machine they operate, how much equipment purchased this year, and revenues the pieces generated.

The survey polled operators on their location, communities' attitudes about the industry, and their views on some of the industry's most controversial topics.

The 1982 *Play Meter* poll results provide the industry with statistics not only on operator revenues but on the manufacturers who produce the machines. How do they stack up against each other in sales, and what type of pieces—i.e. games, phonos, pool tables—are "hot" items.

"In all," offered Lally, "the 1982 *Play Meter* Subscriber Poll provides us with an excellent opportunity to evaluate the economic climate of the industry."

COURT AFFIRMS CONSTITUTIONAL RIGHTS



A Cook County, Illinois, circuit judge struck down a Chicago suburb's video game ordinance August 27, saying the regulations it contained violated the constitutional rights of game operators and of the youngsters who play the games.

It was a significant ruling in that it declared an ordinance in violation of First Amendment constitutional rights and was especially noteworthy in light of the Supreme Court's recent refusal to rule on that issue by returning the *Mesquite vs. Aladdin's Castle* case to an appellate court for further consideration.

Judge Reginald Holzer's decision arose from a suit filed by Richard Oltmann, who operated 12 videos in his Haunted Trails Trick Shop in Palos Hills, Illinois. The Palos Hills' ordinance prohibited unaccompanied minors from operating the games and banned use of the games in specially zoned general business areas.

Holzer ruled both provisions unconstitutional.

Calling the ordinance reminiscent of the Broadway musical *Music Man*, in which the moral threat of a pool table is used to arouse the citizens of a town, Holzer said the restrictions violated Oltmann's constitutional rights of property and free speech.

He also ruled that the ordinance was vague, discriminatory, and abridged the free speech rights of minors.

The city of Palos Hills was given a month to decide to challenge Holzer's decision, but on the day of its deadline the city through attorney Richard Neville told *Play Meter* "the city has decided not to appeal."

However, Neville noted, another Chicago suburb, North Riverside, has had its ordinance restricting access to the games by youths under 17 tested in court by Aladdin's Castle and has come away victorious. He said Palos Hills would look at that decision before considering another ordinance that might regulate play by youngsters.

The constitutional question is causing other cities concern in evaluating their ordinances.

In Coconut Creek, near Miami, Florida, city attorney Paul Stuart is worried about the city's ordinance that limits each business to three games.

"I have great reservation about our current ordinance," he said. "You have to remember that this city is also governed by the United States Constitution. We're talking about the right of an individual to pursue a legitimate business, and if it goes to court, we may end up on the wrong end of the decision."

In nearby Dania, Florida, city attorney Frank Adler told the commissioners the city's present ordinance that prohibits children under 17 from playing "any and all coin-operated skill games" was invalid in light of the appellate ruling in the *Mesquite vs. Aladdin's Castle* case. That observation led the city to enact a new ordinance that eventually won the praise of the Southeast Florida Venders Association.

Conversely, in Pawtucket, Rhode Island, near Providence, a federal District Court judge refused to rule on the constitutionality of a Pawtucket ordinance that limits video games to four types of establishments: bars, bowling alleys, roller skating rinks, and youth clubs.

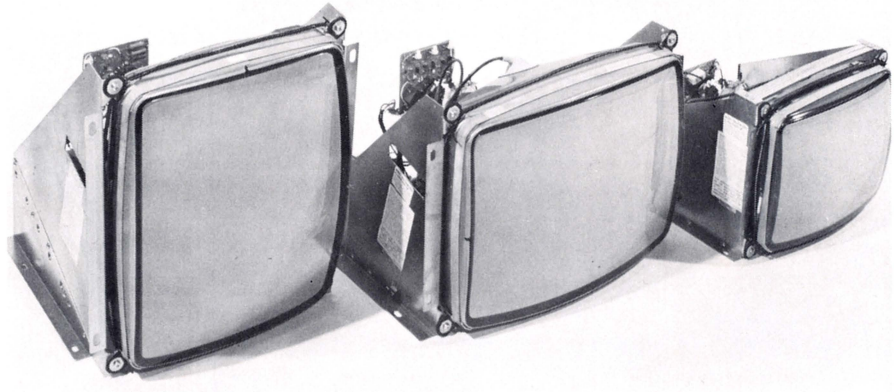
Personnel from six Cumberland Farms milk stores asked Judge Francis J. Boyle to stay a temporary restraining order and keep their video busi-

ATI

ALGOL TECHNOLOGY, INC.

A Subsidiary of TATUNG Company

CR-M-19VH, CR-M-19HH, & CR-M-13HL Color Monitors



Front View: CR-M-19VH, CR-M-19HH, and CR-M-13HL

FROM STOCK

Call us today for additional information!

Algol Technology, Inc.

303-3 Convention Way, Redwood City, CA 94063
(415) 364-8314

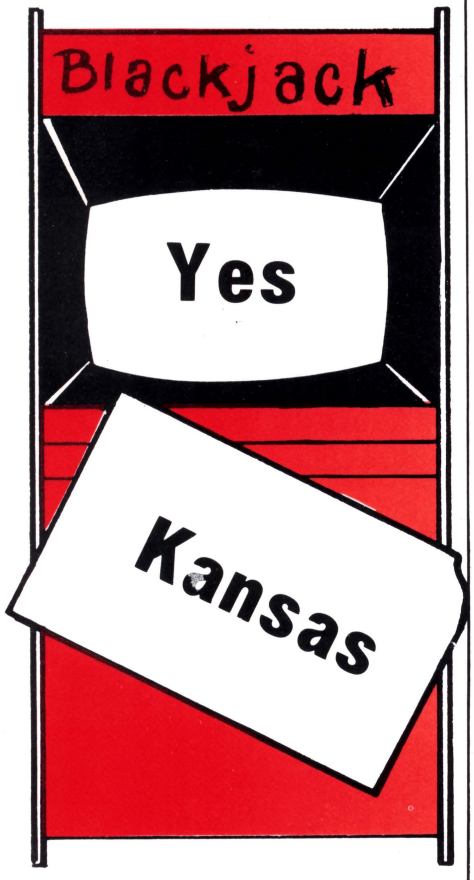
NEW YORK CITY	SAN FRANCISCO	CHICAGO
(516) 567-6854	(415) 366-3566	(312) 441-7666

nesses in operation while they wait for a decision on their suit that contends First Amendment rights of free expression and association are at stake.

The judge, declining the Cumberland Farms' request said, "I'm not prepared at this point—to make that kind of decision." He asked for briefs elaborating the issue and scheduled another hearing.

The Pawtucket ordinance has been under attack by local operators who, represented by recently elected State Rep. Francis Gaschen, had the ordinance declared invalid based on a state regulation that the city does not have the power to regulate video games. The city overcame that defeat by getting Rhode Island's General Assembly to grant it the authority to license the games. •

KANSAS JUDGE FAVORS 'GRAY' GAMES



A Kansas judge has dealt electronic poker and blackjack games a winning hand, ruling September 2 that the "gray area" devices do not violate gambling laws in that state.

The ruling was meted out by David Calvert, a Sedgwick County judge, rejecting opinions by the state's attorney general and the Sedgwick County district attorney that the video card games are outlawed gambling devices.

The ruling was handed down after Games Management Inc., which operates the games in Wichita, sought a temporary restraining order to keep state officials from confiscating the games.

Debate on the issue centered around part of the Kansas gambling law that defines gambling devices as machines that pay off in "things of value." Calvert noted that state law says free games are not things of value, a provision included in the law to protect pinball machines from being classified as gambling devices.

Attorney General Robert Stephan said that provision was made to protect games of skill, but video card games are games of chance.

Calvert made his decision after comparing two Omega games, *Twenty-One* and *Double Up*, with a Las Vegas slot machine brought into court for comparison. He ruled the Omega pieces could be used for "innocent fun."

Sam Welshimer of Games Management testified that his company had modified the Omega games so that free games could not be "knocked off" by operators who could cash the games in for money or prizes. He said owners of the clubs and taverns where the machines are placed are required to sign contracts saying the machines will not be used for gambling.

Stephan said he will appeal the ruling. •

STATE TAX GIVES LOCALS LOOPHOLE

In Pennsylvania, Representative Carl Boyes of Erie County has proposed House Bill 2206 to provide the state with an estimated $7 million annually from a $100 per year levy on all amusement games.

As a substitute for local municipal tax measures, the bill had received initial approval from the state's operators. But a twist that would give local governments a way to continue abusive taxes on amusements has turned the operators sour on the issue.

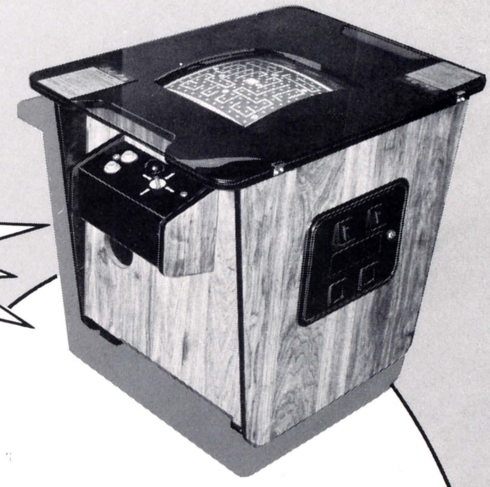
Originally, operators understood the bill would eclipse local governments' unfair tax levels. The state was to reissue some of the funds it collected from the tax to local communities that had amusement tax measures in place prior to January 1, 1982. But, as the state's House Finance Committee toured the state to hold four public hearings on the bill, operators discovered the measure would not affect local ordinance legislation voted into law after that date. That would leave local municipalities, which had not already done so, free to tax amusements, said Richard Molish, an attorney who represents several operator interests including the new Pennsylvania Amusement & Music Association.

"We initially thought those statements were mistaken, but when we asked, we discovered that was the actual intent of the measure," Molish said. "The industry now sees the bill as unfair."

Industry representatives were initially excited over the measure when they thought it would eliminate local excesses while earmarking one quarter of the collections to support programs for the physically handicapped.

Compatible Convertibles
UPRIGHTS & TABLE GAMES

Top earning legal machines featuring Signatron's
"Exclusive Game Conversion System."
PLUS a "Lifetime" cabinet that is compatible with most
games and ideal for future conversions.
JUST SWITCH GAME BOARD, HEADER AND
CONTROL PANEL FOR A BRAND NEW WINNER!
BUILT IN OUR FACTORY: RUGGED TOP QUALITY MACHINES



NEW GAMES EVERY MONTH

Legal VIDEO GAME★★ CONVERSION KITS★★★★

SIGNATRON U.S.A.
Complete conversion kit!

POWER SUPPLY MODULE with edgeboard connector wiring harness, fuse block, line filter. Heavy duty D.C. Power Supply. Rugged Grounded Line Cord, Life-time Joy Stick. Just add our P.C. Board.

A complete new GAME CONVERSION KIT for $520-$720.

EXCLUSIVE!
SIGNATRON UNIVERSAL
POWER PAK

OEM conversion specs + 5 − 5 + 12. Finally a power supply made exactly for video games. (Not an infamous switching regulator.) WILL NOT BLOW OUT A BOARD. Extremely reliable, repairable and made in the U.S.A. with all American parts . . . GUARANTEED FOR A YEAR. Game makers inquiries welcome.

USA

Manufacture & Sales of Electronic Games
Conversion Kits ★ Parts and Service.

8150 Vineland Ave. Suite "E", Sun Valley, California 91352
Telephone (213) 768-7144 TELEX **696319** WORWESTCO

DEALER AND DISTRIBUTORSHIP INQUIRIES WELCOME

SIGNATRON U.S.A.

"We feel the bill creates two classes of municipalities," said Molish, "those with ordinances pre-dating 1982 and those without. Our position is that there should be a total pre-emption of local municipalities from taxing amusements if some law is passed.

"If the law is passed, it needs to be decided on by December 31, or a new piece will have to be submitted," Molish continued. "We feel there will be changes made to the original proposal before a bill is passed."

The operators find themselves siding with local municipalities in opposition to House Bill 2206, although for very different reasons.

Officials from eight Pennsylvania communities that either currently impose a similar tax or are considering doing so voiced their objections to the proposal at the public hearing held in Upper Moreland Township August 25. Those municipalities that had an annual amusement tax in place before January 1, 1982 would no longer be allowed to impose that tax, but would instead receive annual reimbursements from the state based on 1981 receipts.

The community officials objected to a fixed reimbursement from the state saying it would stagnate what has been a growing source of revenue.

"The state should not pre-empt local government from collecting revenues," said Abington commissioner Richard Fluge.

Sigi Shapiro of the Pennsylvania Coalition of Citizens with Disabilities said the monies from the "*Pac-Man* tax" would benefit between 20,000 and 25,000 handicapped citizens. •

OH, THANK HEAVEN, A VICTORY

The Southland Corporation, operator of the nation's 7-Eleven stores, has already defeated one local ordinance and is waging a war against another in two Pennsylvania communities near Philadelphia.

In the Court of Common Pleas in Montgomery County, Southland had an ordinance enacted by the town of Hatfield invalidated. There the state court ruled the borough's ordinance restricting school-age youth from playing the games during school hours and placing restrictions on the operating hours invalid. The city could show no reasonable relationship between the "governmental interest" in the regulation and any "perceived harm" to the community brought about by situations the ordinance intended to correct.

With that victory in his pocket, Southland's attorney Richard Molish is attacking a similar ordinance in Upper Moreland. The Upper Moreland ordinance limits each video game room to three machines, requires a $200 annual licensing fee for each game in use, prohibits school-age children from playing the games during school hours, and allows town officials to investigate the background of store owners and managers to determine if they or "any of their associates" have criminal records. One machine was the limit prior to an amendment to the ordinance filed by Molish on behalf of Southland.

In addition to contending that the license fee is not a fee but a revenue raising device or "tax," Molish said there was a "prohibitive enforcement burden" on owners who must determine the age of his patrons and their particular school schedules. As in the Hatfield ordinance case, Molish also contends there is no relationship between what the city asks for and any "perceived harm to the community."

Banner Specialty Company, a Pennsylvania distributor, has joined the Southland cause by asking the court to accept an "amicus curiae" or "friend of the court" brief from the firm's lawyers who argue the merits of the Southland cause. •

3607 CHURCH ST. CINCINNATI, OHIO 45244 TEL:(513) 561-9692

Van LOCK CO.

Give Van Lock a call. We have complete security systems that are built for maximum protection. A sufficient stock of locks, keys, hardware and spare parts is maintained for immediate shipment. Phone orders are accepted 24 hours a day.

COUNTRIES HASSLE OVER VIDEOS

Following in the footsteps of two Far Eastern nations, the Philippines and Indonesia, Singapore has banned video games. The government of Malaysia is also considering a ban and is expected to impose one soon.

In Singapore, a minister of culture, Suppiah Dhanabalan, convinced the Singapore Parliament that video games were harmful to children, resulting in an order to close more than 60 public video game centers on the island republic of 2.4 million people. The centers will have one year to close shop, but no additional licenses will be granted.

"We are aware of the undesirable influence these centers have on our young people," Dhanabalan said. "Many have become addicted and waste considerable time and money on these video games."

He echoed international concerns when he spoke of truancy and theft

due to youngsters' preoccupation with the games.

The ruling does not affect home video games.

In Malaysia, officials fear that interest in videos is posing serious social and cultural problems, bringing about changes in lifestyle they are not ready to concede to.

"Video games are destroying our traditional games, and children are no longer interested in, say, flying kites or top-spinning," bemoaned Martin Khor, a researcher with the Consumers Association of Penang, the country's most influential consumer organization.

"These games glorify violence, destruction, space war, killing, and racing," he complained. "Some games require the player to drive a speeding car into a road full of pedestrians."

He commented that some children resort to stealing, extortion, and cheating their parents when they need money to play the games.

In response to Malaysian citizens' complaints about the videos' effects on the country's youth, the city of Kuala Lumpur decided to revoke the licenses of games operated in street locations at the end of 1982, wiping out 476 video games.

Additionally, the government has suggested that game rooms be highly regulated and operators not be allowed to replace old videos by purchasing new games. •

OMAA DIVIDES TO CONQUER

Operators in Columbus, Ohio, home of one of the nation's top state operator associations, have succeeded in stopping an attempt to raise video game licensing fees from $10 to $175 per year.

Led by the Ohio Music & Amusement Association (OMAA), operators in Columbus confronted councilmen and forced them to show justification for any increase in fees. The result was passage of a new licensing bill which calls for a $15 annual fee per game. Additionally, arcade operators will pay a $500 annual license fee (up from $175), and jukebox operators will surrender $75 per box annually (up from $25).

"We made them show justification for the money they wanted to regulate our business," said Paul Corey, association director. "We thought the arcade license charge was justified because the city actually provides some services to regulate those businesses. But there are virtually no services provided for street locations that would justify a $175 annual licensing fee."

The association employed what is becoming the standard approach to attacking unfair licensing propositions. As other groups of operators are consistently finding successful nationwide, the Ohio operators hired an attorney familiar with the workings of the Columbus City Council, made special efforts to contact each of the city's seven councilmen, and showed up at City Council meetings.

Also, Corey said that regionalizing the state association payed off.

"Our association is now divided into eight regions so that we can attack problems just like this one."

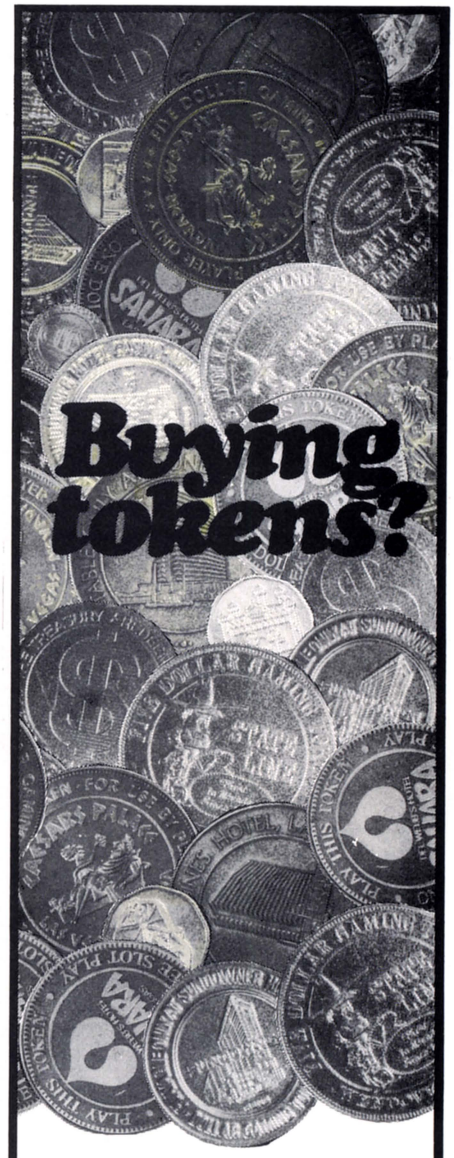
Corey is a busy man. Another of his regional groups in the Cleveland area has just succeeded in taking the city of Parma, a Cleveland suburb, to task over its restrictive ordinances. Operators there have reached an equitable settlement of licensing costs with the city but are still haggling over a 3 percent gross receipts tax.

In another bout, Cincinnati operators are in court with city fathers over a $151 annual fee. The city claimed it reached the dollar amount by evaluating its needs in regulating the industry there, Corey explained. But officials refused to release specifics on how they reached that figure. •

COIN GETS TAX CUT

The Coin Operators of Nebraska (COIN) employed an attorney to deal with the Omaha City Council in a closed-door session previous to a public hearing and succeeded in convincing the Council to cut its proposed coin-operated amusement tax in half.

Previous to the meeting, the Council wanted to impose a $100 a year tax on every game in the city, but operators



Look to GREEN DUCK for quality and service at the best price. Our coining presses have been stamping tokens for over 75 years. Call us today with your token needs!

Direct from the factory to you!

green duck

255 S. Elm St.
Hernando Ms. 38632
Call Toll Free: 1-800-647-6168

insisted the Council had false impressions of profits made by operating video games. They convinced the Council the industry would support a $50 annual fee and the support of industry representatives apparently made the difference for Council members.

The council agreed to increase the current $20 per year tax to $40 in 1983, then to $50 in subsequent years. The $50 tax will raise an estimated $100,000 to $150,000 a year for the city.

To accomplish the reduction, COIN hired Nebraska lobbyist Greg Stuve. He, in turn, "hired a lawyer who had experience in dealing with the Omaha City Council," reported COIN executive Bob Sleyster of Omaha's Video Game Inc.

Sleyster said the association hired the lobbyist because "time was short," and it had to act quickly.

After the victory, the association, which currently includes about 50 members, met to reorganize and elect new officers. Former Amusement and Music Operators of America executive Ted Nichols, of Automatic Vending in Freemont, was named president. •

ATARI JOINS IN

Atari has entered the copyright infringement suit arena with its first such filing in the federal district court in New York, charging four defendants with copyright infringement and federal and state unfair competition.

The lawsuit involves an allegedly copied version of Atari's *Dig Dug* that the firm manufactures and markets. The alleged copy is called *Zig Zag*.

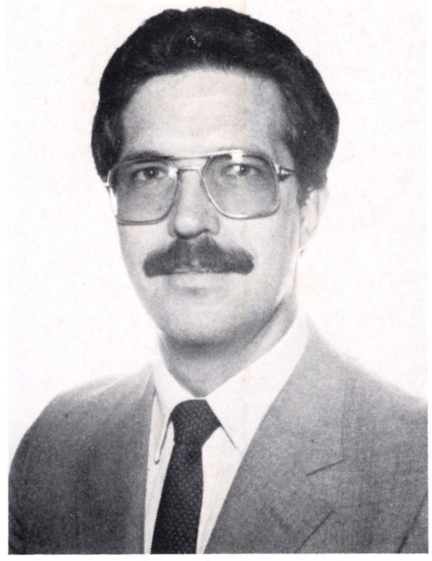
The defendants operate five locations where the games were picked up without incident by New York police after Atari obtained a court order permitting seizure of the games without advance warning to the games' owners.

Named as defendants in the lawsuit are Captain Lightning and the Fireflies Inc., Mel Greenberg DBA Norbel Enterprizes, Anthony Dura DBA Pizza Park, and the Grand Prix Game Room.

The suit asks for destruction of the confiscated games, that Atari be awared profits from the games, punitive damages, and attorneys' fees and costs.

"The lawsuit is just the beginning of an aggressive campaign against infringers on all levels," announced Karen Witte, vice president and counsel for Atari's coin-op division. •

CROUSE ELEVATED AT WILLIAMS



Ron Crouse

Ron Crouse has been appointed vice president at Williams Electronics.

"Ron has been associated with Williams for over five years and during that time has never failed to contribute his time and efforts to any project large or small on which he could be of assistance," commented company President Michael Stroll. "His clear and cogent thinking has shaped many of Williams' policies and his management capability has contributed greatly to the success of the company."

Crouse has been with Williams since 1977 and was instrumental in the development of Williams' solid-state pinball program. Since that time, he has served in a variety of functions including advertising, promotions, and product planning. He will continue with his duties as director of marketing and, in addition, he will be responsible for the company's licensing program and new product acquisitions. •

ECONOMIC STATS IMPRESS SUPERVISORS

Reasoning that governments should not pass ordinances to make times tougher for small businesses, the Board of Supervisors for Sacramento, California, decided to pass up a chance to ban videos from many retail outlets and instead insisted on tough enforcement of use permits for the games.

The Project Planning Commission for Sacramento County suggested banishing videos from gasoline stations, grocery stores, convenience markets, and clothing stores, but the Board of Supervisors opted to require a $222 use permit for businesses that have three or more machines. All machines must be licensed.

Don Slavich of the Sacramento Valley Amusement Owners Association and owner of Southside Vending Inc. in Sacramento described the impact of the industry on the Sacramento economy.

He told the commission electronic games were pumping more than $30 million a year into the local economy and that such a ban would trigger a 40 percent reduction in the industry locally and would remove about 700 workers from their jobs.

He also noted that the ban would cause at least 100 businesses to fold,

the one game...

JOUST

T.M.

It's cooperation and competition for dual player thrills and dual player earnings!

Upright model shown.
Cocktail table also available.

For the service back-up that keeps you out-front, call Williams toll-free at 800/621-1253. In Illinois, call toll-free at 800/572-1324.

Williams® ELECTRONICS, INC.
3401 N. California Ave., Chicago, IL 60618
Cable Address: WILCOIN, CHICAGO

AVAILABLE FOR IMMEDIATE DELIVERY
THROUGH YOUR WILLIAMS DISTRIBUTOR

NOTICE: "Joust" is a trademark of Williams Electronics, Inc. Patent pending.

JOUST T.M.

...for twice the fun!

a DUAL PLAYER duel!

You may have seen dual player games before, but you've never seen anything like Williams dual player JOUST!

FOR THE 1ST TIME EVER, 2 players can go against each other in direct, head-to-head competition OR team up against a common enemy, the game itself! 1 person can play to the excitement alone, but when 2 play together, the game becomes even more intriguing, increasing the possibility of reaching higher waves and taking on new and different challenges! And dual player means dual earnings for the operator!

Video graphics have never been this crisp, this clear, this colorful, or animation this lifelike! Manning a "flap" button and a joystick, the player flies his bird (player 1 on an ostrich; player 2 on a stork) into a mythological world of fantasy and fun! The player tries to unseat the enemy riders on buzzard-back by colliding with them whenever his lance is higher. But the player must beware! A successful joust turns the enemy into an egg that must be picked up before it hatches into a being with higher-level intelligence! Later in the wave, a deadly pterodactyl emerges, swooping down to keep the player jousting until all of the enemy are defeated! As play progresses, fire consumes the bridge on both sides of the bottom ledge and a lava troll takes shape, reaching up to grab anything that dares to fly over its den!

The 2nd wave and every 5th wave thereafter are Survival Waves. 3000 bonus points (adjustable) are awarded in each if the player does not lose any of his riders during these waves. Every 5th wave is an Egg Wave in which a player can earn extra points by picking up as many of the dozen eggs as possible before they hatch.

In dual player action, *both* players fly their birds into combat against the enemy, the pterodactyl or one another and into more sophisticated and intriguing waves! Wave 2 and every 5th thereafter become Team Waves with 3000 points (adjustable) awarded to both players for teaming up together against their common enemy and for not unseating the other. Wave 4 and every 5th thereafter become Gladiator Waves. Now the bonus points are used to encourage the players to joust each other and are awarded to the 1st player who is successful!

Williams®

firms that depend on the income from games to stay afloat. That would mean, he explained, an additional 2,500 to 3,000 people could lose their jobs. •

BALLY EXEC INSTRUCTS ARCADE OPS

N. Lee Aronfeld, president of Bally's LeMans Family Fun Centers, took some shots at his own industry in a recent issue of *Shopping Center World*.

"Like many real-estate developers I know," Aronfeld said in an article he wrote for the trade publication, "I'd be torn between the realization that video rooms generate outstanding revenues and pay premium rental rates, and the fear that a room in my shopping mall or strip center would create an unpleasant environment by drawing a disreputable and unwelcome clientele.

"The fear would win."

Aronfeld criticized game rooms for being "shoddy operations with unprofessional management," and said some owners were "providing the ammunition for developers and others to build strong—and justifiable—prejudices.

"But even more unfortunate," he wrote, "is the fact that solid businessmen in the industry are doing virtually nothing to counteract these negatives."

Aronfeld criticized arcade operators for failing to communicate effectively with their neighbors in shopping malls and communities. He opined that communities build moral judgments into their ordinances and that they have the backing to enforce such measures.

"In the current volatile business and social climate," Aronfeld wrote, "a coordinated and continuous program which sells and resells the retail tenant's concept and operating philosophy is a necessity."

The LeMans executive compared the burgeoning video industry to the fast food restaurants of the early '70s. He said the fast food industry had to work hard to convince local leaders that such operations would not compromise the character of the community, but rather "enhance commercial opportunities." •

FIRM OFFERS ADULT VIDEOS

Computer Kinetics has hit upon a new approach to the video game industry, adult videos. Just a few months after debuting its *Americana* interchangeable video, Computer Kinetics has introduced a series of X-rated and "redneck" games, including *X-Hot Stuff, Stripper,* and *Stop the IATOLA*.

J.P. Nelson of Computer Kinetics said the company was initially hesitant about marketing the games, fearing public outrage. But, he said, "to our delight, we have not had one complaint.

"We were also very surprised that so many people were waiting for such games. We have already begun to program three more game-paks to further broaden this adult only game area," he commented.

X-Hot Stuff is a multi-screen maze game that reveals an adult picture as the player achieves a higher score.

Stripper entertains its players through the antics of a striptease dancer.

Stop the IATOLA falls into the category of a "redneck" game and offers the player several obstacles to blast his way through as he tries to eliminate the menacing Iatola. •

K-MART HAPPY WITH VIDEO ROOMS

After a year of testing, the S.S. Kresge Company, parent corporation of K-Mart, said it will continue offering

Seduction is the name of the game in the new series of "adult" videos from Computer Kinetics.

video game arcades to store managers across the country.

Susan McKelvey, a spokeswoman for the firm, said the program is "going very well.

"We initiated the program," she said, "because we saw a potential for sales and profit for space that was not being used."

Apparently the sales and profit have been satisfactory, although the company would not release exact sales figures on its video operations. McKelvey said the arcades will be offered to store managers who have available space, but that headquarters is making final decisions on which stores will be permitted to open arcades.

The arcades, McKelvey said, offer between 15 and 20 games depending on space, space that becomes vacant as stores cut down inventory in certain departments. Specifically space is available in the major appliance areas which have seen slackening demand.

The arcades are licensed to operators who install the games, run and maintain the arcade, and pay K-Mart a percentage of their profits for the location.

In addition to adhering to local regulations, McKelvey said, K-Mart arcades do not allow food, beverages, smoking, or loitering. •

WHO CAN YOU TRUST?

A bandit roaming the Midwest brandishing phony cashier's checks has gotten at least two video games from one St. Louis distributor and made contact with three other distributors in the St. Louis area to buy more games.

A driver for the bandit used the phony checks to buy two games from Auto Amusement Systems in St. Louis, loaded them on a rented Jartran truck, and took off for appointments with two Illinois distributors, Auto Amusement's Sharon Delbruegge said.

"The checks were amazingly realistic, even to authorities who reviewed the incident," Delbruegge reported.

"They were printed on check paper and bore the name of the First National Bank of Lincoln, Illinois," she said. "They even had a correct bank number, but for a bank in Atlanta, Illinois."

A trap was set to capture the bandit at one of his Illinois stops, but when the truck driver showed up, he said he was ignorant of the scheme, that he had been hired to pick up the games.

Another scheduled stop in Poplar Bluff, Missouri, was aborted by the thief after he apparently became aware the police were tracking his movement. •

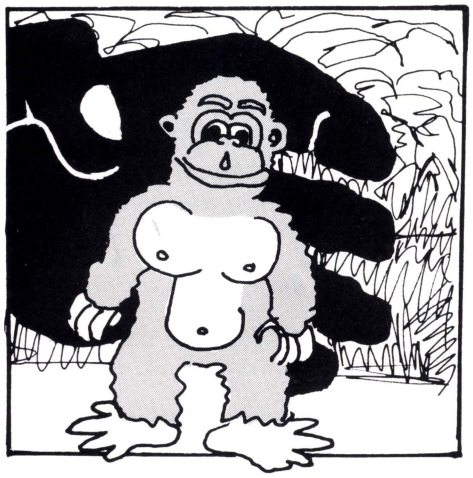
Founding members of the recently-formed National Coin Machine Institute, serving cigarette, music, and game machine operators across the nation, met in Chicago to map out plans for an all-out campaign at the grass roots level to help state organizations build strong memberships. Van Myers, of Wometco Enterprises of Miami, Florida, one of the co-founders, emphasized, "We must develop a grass roots campaign interwoven with state organizations in order to defeat the expected deluge of new taxes, regulations, and legislation aimed directly at the coin machine industry.

ALTERED STRATEGY FOR JUNIOR

When Nintendo unveiled its new *Donkey Kong Junior* in Japan July 28, the firm coincidentally announced an interesting marketing policy for the game.

In wake of problems it incurred when it licensed Falcon of Japan to make *Donkey Kong* printed circuit boards for sale in that country, Nintendo announced that it would not license the new video to any other companies. Additionally, *Donkey Kong Junior* is being sold only as a complete game; it will not be marketed in the form of PC boards.

Nintendo has taken more than 1,200 defendants to task over copies of *Donkey Kong*, most of which contain



boards manufactured by Falcon. The boards were approved by Nintendo for sale in Japan, but Falcon has been importing the boards to the United States causing copyright infringement actions wherever they showed up.

Making *Donkey Kong Junior* available only as a complete game is also intended, according to the Japanese trade press, "to normalize sales on the domestic (Japan) market where PC board sales are becoming the main current of business activity." •

PLAN EARLY FOR AMOA SHOW

Planners for the Amusement and Music Operators Association 1982 Exposition to be held November 18-20 at the Hyatt Regency in Chicago are urging attendees to preregister for the convention.

Attendance is expected to be the largest ever for the event, and AMOA leaders said preregistration can save members and non-members many headaches.

Each member company of AMOA will receive two complimentary registrations for the Exposition. Additional attendees from each member company can preregister for $10 each, avoiding a $30 fee when they register upon arrival at the convention.

For non-members, the entrance charge is $60, whether they preregister or not. Still, AMOA execs advise non-members to sign up beforehand to avoid a long wait for entrance to the 1982 International Exposition of Games and Music.

AMOA also suggests early preregistration for the convention's dinner show starring popular country vocalist, smooth singing Eddy Arnold.

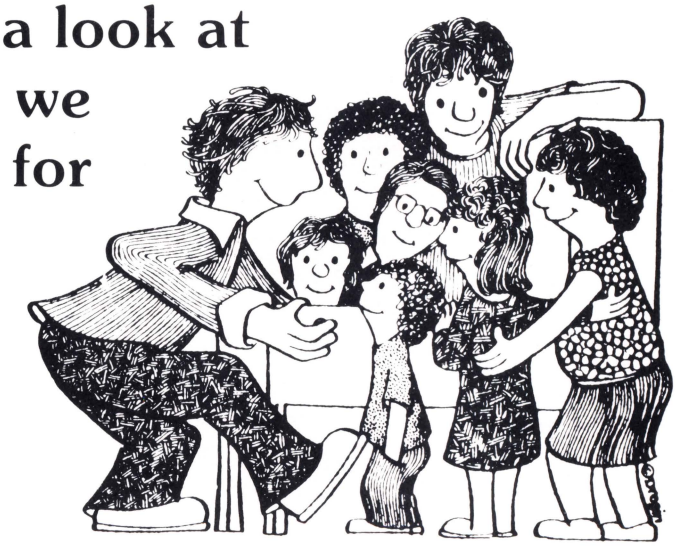
Non-members can contact AMOA headquarters at 312/654-2662 to request the Exposition preregistration packet. •

Kurz Kasch reprints dating from March 1, 1981 through August 1982 are available from *Play Meter* in sets only for $20 (prepaid).

PRESENTING "JUNGLE KING"

We're Taito's Newest Distributor

If you thought our games drew crowds before... take a look at what we have for you now!



Starting with the industry's current top hit game, "Jungle King", we've been appointed exclusive distributors for Taito for the state of Virginia.

If It Draws A Crowd It's From...

General Vending Sales

804/262-GAME
8588 Sanford Drive
Richmond, VA 23228

301/837-4119
245 West Biddle Street
Baltimore, MD 21201

NEWS

EXIDY KITS PRAISED

Exidy's modification kits are receiving rave reviews, at least from one South Carolina distributor.

"The new *Pepper II* conversion kits are a much welcome and long overdue product for operators," wrote Fred Collins of Collins Coin and Music of Greenville, South Carolina. "We congratulate Exidy on providing the leadership for the manufacturing industry in coming forth with a means of converting older, unprofitable games to renewed games of greater revenue potential."

The modification kits are available for Exidy's *Venture*. Exidy is also offering a conversion kit for *Victory* called *Victor Banana*.

Contrary to what was previously reported (*Play Meter*, September 1, p. 36), both kits are factory installed.

Collins reported *Pepper II* to be testing well for his company and called it "definitely a top money maker." •

SHARPE AT TRG

Roger Sharpe, a longtime creative force in the coin-op amusement industry, joined TRG Communications as vice president.

The New York based firm is a marketing and sales promotion company. Sharpe had been managing editor of *Gentleman's Quarterly* magazine for the past eight years.

Sharpe has long been regarded as an historian for the coin machine industry and as one of its leading authorities. His efforts have included articles in *The New York Times, Electronic Games*, and the major trade journals.

Sharpe authored the book *Pinball!* and has served as an industry witness in legal contests. He is a regular contributor to *Play Meter*.

TRG coordinated the promotional plan for Bally's National SuperShooter pinball tournament, Stern's college campus Heart Fund drive, and the Lake Placid Olympic Village arcade tournament for Bally, Midway, and Irving Kaye at the 1980 Winter Games.

"I have probably been gravitating to an opportunity such as this, where I could be more effective and directly involved in initiating programs that would have a beneficial and positive impact for the games, as well as the people behind them in terms of the public's attitudes," Sharpe stated.

"I would even go so far as to hope, given TRG's reputation, that together we can now begin to more fully explore and initiate marketing and promotional activities which could serve to shape the future development and utilization of coin-op games in all areas of life." •

Stan Jarocki, vice president of marketing for Bally-Midway Mfg. Co., along with his company's most popular video game characters, Pac-Man and Ms. Pac-Man, selected the winning entry in the First Bally-Midway Character Licensing Conference held recently in Chicago. The contest winner, John Meier of Libbey Glass, will use the Pac-Man or Ms. Pac-Man character during the Libbey promotion of his choice.

Five great reasons why Modern Vending Sales should be your Video Game Distributor.

1. 50 years experience in coin-op
2. We are specialists in all phases of setting up Video Game Centers
3. Thousands of used games in excellent condition in inventory
4. We have the most popular games
5. Our prices are very competitive

Factory Authorized Distributor for:
Atari • Williams • Taito • Nintendo • Stern • Seeburg • GDI • Exidy • Valley Rock-Ola • Game Plan • Nichibutsu

Call (Toll Free) either Scott Housefield or Dick Thomas today for more information.

1-800-428-4206 (Outside Indiana) **1-800-382-4050** (Indiana)

Modern Vending Sales Corp., Inc.
7940 Pendleton Pike
Indianapolis, Indiana 46226
(317) 542-9207

WANTED! VIDEO ROOM OPERATORS!
$5000 PLAYOFF!

V.G.P.A., Video Game Players Assoc. Inc., is sponsoring the 1st True Annual Play off, our winners will show their talents in being a champ at video games with just buttons, buttons and directional ball and of course the joy stick. There are some players that excel in just one type of control, but that won't be good enough for our champ. As a video operator you can participate in this playoff by promoting it in your area. There will be 500 members drawn at random and they will be notified to have their scores verified at a game room that is a member of V.G.P.A. We will then narrow it down to 24 finalists that will be invited to Ft. Lauderdale, Florida for the playoff. In the event that one of the finalists is from your game room we will also invite you or one of your staff to enjoy the playoffs and have a 3 day, 2 nite vacation at our expense. Our packet to you will include banners for playoff, official entry blanks and an official decal for your windows or door showing you are a member. As a member you will also receive our newsletter, "Video Game Views."

V.G.P.A.
P.O. Box 1160 ● Hollywood, FL 33022

☐ Please send me promotional package so that my gameroom can participate in the V.G.P.A. Playoff, Enclosed is $10.00 as my membership fee that will also give me all club benefits.

Name of Gameroom _____

Address _____

City, State, Zip _____

Name of Manager _____

Would you be interested in having a playoff at your location? Yes ☐ No ☐

O'Hare Exposition Center, Chicago

A proven record of success!

3 short years and **AOE** is the success story of the industry...

250% more attendees **250% more exhibitors**

Keep pace with the growing market
Mark your calendar to attend
The 4th Annual Amusement Operators Expo

The most professional Seminar/Workshop Program in the industry...a business-like, dollars-and-cents, down-to-earth approach to solving problems that confront the entire industry. Subjects range from the technical and functional to the practical. A must for anyone in the amusement field.

The largest Exhibit Hall in the industry...featuring over **500** exhibits of top-name suppliers. Come see the latest amusement games, technical products, and services available: coin operated, pinball and video games, monitors, juke boxes, coin counting equipment, arcade supplies, kiddie rides **and more**...

Sponsored by **Play Meter Magazine**
Managed by **Conference Management Corporation**

Send **NOW** for your **FREE** brochure outlining the program, the seminars, and the special events. Or call **(203) 852-0500** for more information.

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

AMUSEMENT OPERATORS EXPO
Conference Management Corporation
17 Washington Street
P.O. Box 4990
Norwalk, Ct 06856
203 852-0500

☐ I am interested in attending

☐ I am interested in exhibiting

HEADLINERS

Cinematronics has surrendered to bankruptcy pressures and filed for Chapter 11 status. Generally, that means a firm will continue to operate while the court holds its creditors at bay. In order to get a Chapter 11 status, a firm must show there is new capital available. (For details leading to Cinematronics' bankruptcy, see *Play Meter*, October 15, pp. 19-20.)

• • • • •

Nintendo of America Inc. has moved its attack on illegal *Donkey Kong* copies into the Philadelphia area. Under an order issued September 3 by Judge Donald W. Van Artsdalen, the makers of *Donkey Kong were authorized to seize Congorilla* and *Crazy Kong* games at 50 area locations. Moving trucks were used to transport the seized games to a bonded warehouse at an undisclosed location.

As with previous Nintendo actions against *Donkey Kong* imitations, operators of the games were incensed over the action, contending they bought the games in good faith. Nintendo is pursuing action against the Falcon Company of Japan which is believed responsible for most of the illegal *Congorilla* and *Crazy Kong* printed circuit boards in this country. Nintendo had licensed Falcon to produce the game in Japan. It did not, however, license that firm to market the game in the United States. (See *Play Meter*, October 15, p. 22.)

• • • • •

In its first major merchandising infringement suit, **Midway** has taken **Fable Toy Company** of Brooklyn to task over its *Pac-Man Plush* pillows.

On August 11, federal district court in Brooklyn issued a temporary restraining order and called for impoundment of $30,000 of goods and materials from the Fable factory in Brooklyn, according to Midway attorney Sidney Katz. Trial is scheduled for December 13.

Subsequent to the court order, said Katz, Fable Toy continued to promote the product, and Midway has filed a contempt of court suit against the firm.

• • • • •

In response to a move by the **Japan Amusement Manufacturers Association** (JAMMA) to oust video gambling games from its annual show September 30—October 2, gambling game manufacturers have hurriedly organized a rival association and plan to offer their exhibition of games in Tokyo September 30—October 1.

Gaming equipment manufacturers held a private exhibition in Osaka and Tokyo in June and then united to form the **Game Machine Festival Association** in July. The association referred to this fall's show as its Second Game Machine Festival.

• • • • •

Although operators in Buffalo recently won a court battle to keep that city from imposing limitations on the hours arcades can conduct business, sentiment there is still running high against the game rooms.

The Buffalo *Evening-News* recently editorialized that there should be stricter licensing controls, noting a four-month Sheriff's Department probe of video arcades in Buffalo that indicated the proliferation of games had set off a wave of petty crimes and drug dealings among many juveniles who frequent video parlors.

"The sheriff's investigators, besides making drug purchases from suspects in or near arcades, found that many youngsters, some as young as 7, turned to burglaries and other petty crimes to finance their game playing," the editorial read.

• • • • •

At least one councilman wants to abolish a recently passed video ordinance in Artesia, California, that allows a maximum of three videos per establishment.

In June, 15 merchants showed at a City Council meeting to protest the ordinance after they were cited for violating a moratorium on installing new games and ordered to appear in court. As a result of their objections, those cases were dropped.

Then, in August, came **Shakey's Pizza**. That firm wants to install 14 games in its restaurant, 11 more than the ordinance allows. After two meetings on the Shakey's matter in front of packed houses, the council approved the Shakey plan, backing down from its ordinance and leaving several councilmen to question the advisability of its existence.

• • • • •

After months of struggling to regulate video games—battles included discussion about banning the pieces from the city—St. Louis officials are now considering trying for a share in the profits from those games. City Comptroller Paul Berra said his office is looking into contracting the games for location in city buildings.

• • • • •

The constitutional right to play video games was a topic of great interest when lawyers gathered in San Francisco this summer for the annual **American Bar Association** meeting.

As part of a panel titled, "Sex, Drugs, and Video Arcades: Current Issues for Local Government," **Atari** counsel and Vice President Karen Witte addressed the misconceptions that have led to the recent proliferation of

Mali

The Henry W. Mali & Co. Inc.
257 Park Ave. South
New York, NY 10010
(212) 475-4960
Call Toll Free: (800) 223-6468

Billiard Cloth

Style 820—Plain, Style 920—Backed
Fabrics developed specifically for
coin-operated tables.
Available through your distributor.
Write or call for color card.

THE CALENDAR

October 14—17
ENADA (exhibition of coin-op amusement machines), Congress Building (EUR), Rome, Italy

October 15—16
Amusement and Music Operators of Virginia, annual convention and trade show, John Marshall Hotel, Richmond

October 28—30
SADA 82, Spanish Amusement Trade Show and Conference, Convention Hall of Torremolinos, Malaga, co-sponsored by Facomare and Andemar—two Spanish trade associations

October 28-31
The Greater New York Video & Electronic Games Show, Massau Veterans Memorial Coliseum, Long Island Metropolitan New York area

November 18—20
AMOA Exposition, Hyatt Regency Downtown, Chicago

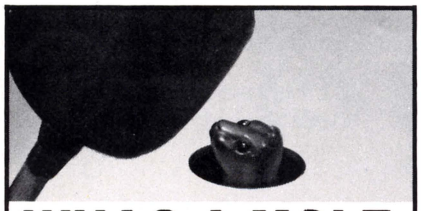
November 18—20
IAAPA annual convention (Parks Show), Bartle Hall, Kansas City

1983

January 10—13
ATE 39th Amusement Trades Exhibition, Olympia, London, England

March 16—17
Nihon Amusement-Machine Operator's Association, second amusement expo, Shinjuku N.S. Building, near Keio Plaza Hotel, Shinjuku, Tokyo.

March 25—27
Amusement Operators Expo '83, O'Hare Exhibition Center,Chicago



WHAC-A-MOLE

Experience counts!
Our experience has been working for customers since 1970. Let our experience work for you.

Bob's Space Racers, 427 15th Street
Daytona Beach, Florida 32017
(904) 677-0761

HEADLINERS (cont.)

laws regulating video games.

"Video games are popular," Witte said, "and this popularity has created misunderstanding and fear."

• • • • •

Ruby Gilmore may be the Ronnie Lamm of the West, for she is quickly establishing herself as an untiring objector to the evils of video games, bounding energetically through Bakersfield, California's College Heights shopping center gathering signatures to keep **Aladdin's Castle** from opening an arcade there.

Gilmore spent a weekend in July and another in August tracking down those willing to sign up against the arcade and wound up with enough backing to convince the Bakersfield City Council to halt Aladdin's Castle's plans for a 75 game video room.

Councilman Art Rockoff had no objections to the arcade but voted against it because the residents of the area were so strongly opposed to it.

• • • • •

Dunkin' Donuts, a nationwide retail doughnut chain, said that video games "tend to encourage players to hang out and loiter in order to play... thereby discouraging purchasers of donut products and detracting from the family image sought by the Dunkin' Donuts system."

The firm lambasted the games in a suit against a Dunkin' Donuts franchise in Lansdale, Pennyslvania, who was accused of violating his contract with the firm by including videos in his store. A lawyer for the defendant said the games would be removed.

• • • • •

Robert Mullane, president and chief executive officer of **Bally Manufacturing** will be awarded Israel's Prime Minister's Medal, that nation's most prestigious public service award. The medal will be presented to Mullane at a dinner in his honor, November 16, at the Hyatt Regency in Chicago.

Mullane was chosen to receive the award for his "outstanding service to our industry, for distinguished humanitarian achievement, and for outstanding support of Israel's economic development as a sister democracy," said John Britz, executive vice president of Bally and chairman of the award/dinner event.

• • • • •

Williams Electronics held its fourth annual Accent on Achievement Conference August 28 at the Hamilton Hotel in Itasca, Illinois. The annual dinner is highlighted by awards to employees who have contributed significantly to the company's successes during the year.

This year the company singled out Thomas Cahill, operations and support, Nick Miku, manufacturing/production, and William Pfutzenreuter, technical, for their accomplishments.

Special Achievement Awards were given to Marty Glazman for his sales efforts and John Newcomer for contributions to creative design.

The firm's Outstanding Achievement Award was reserved for Ron Crouse, who was cited for his "untiring effort on behalf of Williams to insure a continuing flow of innovative game concepts and ideas for the company."

• • • • •

Bally Midwest has made a contribution to the Wisconsin Amusement and Music Operators' (WAMO) in the form of a Centuri *Locomotion* video. The game will be auctioned to the highest bidder, and funds from the sale will go to the WAMO public relations fund.

• • • • •

Wico Corporation of Niles, Illinois, has obtained the exclusive rights to distribute **Willis** Enviro-Graphics products worldwide.

Enviro-Graphics is a system of decorative treatment for arcades and other game locations. The graphics are screen printed on foam board and can be mounted on walls, ceilings, or windows.

• • • • •

The **National Coalition on Television Violence (NCTV)** has taken a stand against video games. NCTV chairman, psychiatrist Thomas Radecki, warned of the impact of games like Atari's *Berzerk*, which he singled out as offering a type of role-playing "certain to have long-term harmful effects on the player."

The NCTV report said that violence dominates 89 percent of the electronic games in arcades and 65 percent of the home video games.

• • • • •

The **Help-Selfy**, a Fort Lauderdale, Florida, landmark that gained national fame as the world's only topless bar and coin-op laundry, has been demolished by a city-ordered wrecker. CBS-TV's "60 Minutes" and *Esquire* magazine had featured the enigmatic business that sported the slogan, "Have some suds while you do your duds." The building was wrecked after business had fallen off in the days following its spot in the limelight of national media attention.

Bally®

Speakeasy

Bally
Speak Easy
Speak easy

Step into the

Bally Speak Easy

the password is fun; the action non-stop.

Bally's new two player flipper, Speakeasy, combines the best features of the past with the finest technology of today.

Speakeasy, an always popular card game theme, features the return of Add-a-Ball, a feature long favorite with players everywhere. Add or subtract balls for extra play and scoring potential with four different game features.

Venture into Speakeasy's Wheel of Fortune and risk adding or subtracting balls, or scoring up to 150,000 points with multipliers.

Straight flush top rollover cards award 2 extra balls when made in sequence.

All new Flyaway Target™ 10 through Ace card feature awards extra balls, lights multipliers, increases spinner values and scores the lit chip value.

Making all four jokers adds 1 extra ball for further scoring ability.

Draw new cards. 25,000 points sacrificed for cancelling any top light out of sequence.

Speakeasy's refined colors and graphic package is certain to draw discriminating players and bring them back for more fun at Bally's Speakeasy.

Bally®
PINBALL DIVISION

90 O'Leary Drive, Bensenville, Illinois 60106, U.S.A.
Telephone: (312) 860-6400

PRINTED IN U.S.A.

© 1982 Bally Manufacturing Corporation
All Rights Reserved

***PLAY METER* SURVEY FINDINGS:**

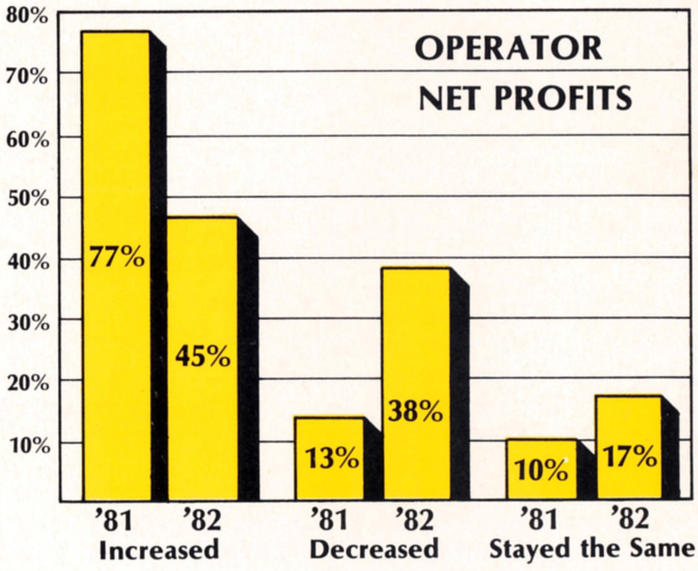
Too many games, too many operators... too little revenue

While coin-op video game sales hit record highs in 1982, the prospects for an encore performance in 1983 are hardly likely because the operating segment, the industry's purchasing base, did not realize a corresponding upsurge in its profitability. In fact, operators nationwide registered significant declines in business for the year.

All major equipment types suffered declines in their average weekly gross collections, with video dropping the most precipitously. Pinball's average weekly gross earnings fell far below even the 1978 level as some manufacturers de-emphasized or phased out of pinball production.

Only pool tables and phonographs remained relatively stable, though both of those equipment types are also suffering setbacks in 1982.

Still, the coin-operated entertainment industry generated $8.9 billion in



Equipment Earnings—National Averages

Weekly Gross	% Change	1982	'81	'80	'79	'78	'77
Upright Videos	-22	$109	$140	$102	$64	$50	$44
Cocktail Videos	-16	$ 97	$115	•	•	•	•
Pool Tables	- 6	$ 63	$ 67	$ 66	$57	$53	$41
Pinballs	-17	$ 55	$ 66	$ 63	$65	$62	$44
Phonographs	- 7	$ 51	$ 55	$ 50	$54	$52	$46
Air Cushion	- 3	$ 39	$ 40	$ 34	$27	•	•
Counter Games	+32	$ 49	$ 37	•	•	•	•
Non-Video Arcade	+28	$ 46	$ 36	$ 33	•	•	•
Shuffles	+55	$ 48	$ 31	$ 28	$41	$32	$29
Foosballs	+11	$ 31	$ 28	$ 20	$31	$41	$39
Wall Games	+ 8	$ 28	$ 26	$ 25	$29	$34	$33
Kiddie Rides	•	$ 37	•	•	•	•	•

•—Unable to be computed

1982, a moderate increase over last year's $8.2 billion. The increase in total dollar revenue generated, however, shows the mocking disparity between total dollars generated and total profit that was hard to find at the operator level in 1982.

Obviously, the multi-billion dollar business meant an increase in game machine sales for manufacturers in 1982, but the new investing operators hardly found that gross collections translated into anything resembling profit.

The overall increase in business, however, does indicate that, despite industry fears to the contrary, the public has not become bored of the coin-operated electronic playthings.

Video total up

With 1,375,000 videos on location—up from last year's total of 780,000 coin-op videos, video games accounted for 87 percent of the industry's total gross collections.

In other words, with videos accounting for more than $7.7 billion of the industry's total $8.9 billion gross collections, all other forms of coin-op entertainment have been relegated to an ancillary status in the industry. This is a definite departure from the industry's past philosophy where operators tried to maintain a balance of equipment types to hedge against the public becoming disenchanted with one form or another of coin-op entertainment.

This was the major finding of the coin-operated entertainment industry's annual operator survey conducted by *Play Meter* magazine.

The *Play Meter* survey, drawing upon the largest independent sampling of operators nationwide, tracks industry trends and buying habits. This year the magazine's survey registered better than a 6.4 percent response rate on an operator population estimated at 12,000.

As in past surveys, respondents ranged in size from those with a handful of equipment to national operations with several thousand pieces.

Overproduction by manufacturers, which as a whole sold 21 percent more equipment in 1982 than in the record-high year of 1981, and over-saturation of equipment at the location level, brought on by a 33 percent increase in the operator population, teamed up to squeeze the profitability out of the video game business at the operator level.

Dramatic information

The most dramatic statistic underlying the dire straits of the operating segment was the difference between what operators reported they needed to make from their video games in

Breakdown of Operator Population by Size

	0-75	75-299	300-Over	Total
Street Operators	3,175	609		3,784
Street and Arcade Operators	2,519	1,810	1,069	5,398
Arcade Operators	2,106	461	251	2,818
Total	**7,800**	**2,880**	**1,320**	**12,000**

Breakdown of Operator Population by %

	0-75	75-299	300-Over	Total
Street Operators	47%	20%	9%	76%
Arcade Operators	18%	4%	2%	24%
Total	**65%**	**24%**	**11%**	**100%**

A word of caution about surveys

A survey is a means of asking a number of questions that pertain to a large group of people without having to question each and every person within that large group.

The idea of a survey is to select a small but representative sample from the larger group and assume that their answers will be very much like the larger group. It stands to reason, then, that the most important part of a survey is the selection of the sample group. The sample group should be a sufficient number, usually 3 percent of the total group,and the sample group should be a true representation of the larger group.

It would be virtually impossible for us to preselect a proportionate number of operators of all different sizes and types from all different parts of the country and hope that each and every-one of them would respond to our survey. In this regard, we had no real control over our sample.

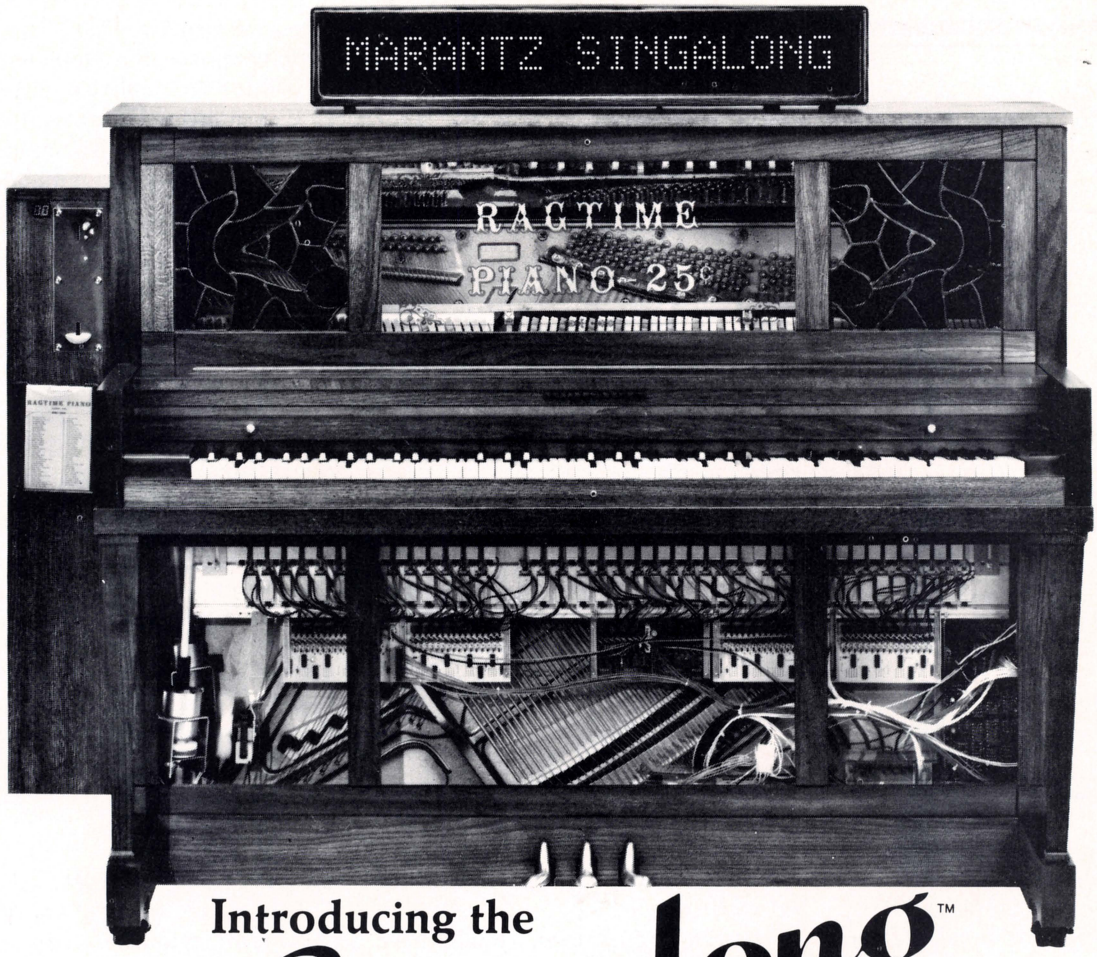
All we can do is mail out our surveys to our subscribers and hope that as many as possible fill them out and return them to us. So in this sense, we did not select our sample; it selected us. We, therefore, have no way of knowing if our sample is a true representation of the entire operator population.

That being the case, it would be very foolhardy for any governmental body or tax authority to use the results of this survey for any legislative purposes whatsoever.

Play Meter's 1982 subscriber poll was mailed out to 10,754 of our domestic operator/subscribers. A total of 693 (6.4 percent) surveys were properly filled out and returned to us by legitimate operating concerns. The results of the survey are the combined results of those 693 operators.

We have no idea what those other 10,061 operators had to say. We only know what our sample group of 693 had to say, and for all practical purposes, are only "assuming" that their responses are, at least, similar to the operator population as a whole.

What we do know is that, for the most part, the same people respond to our survey each year, and each year the number of operators responding to our survey increases. And if we compare the results from this year's sample to last year's, we can tell a lot about the economic health of the industry as a whole. That is the sole purpose of this entire survey. *Any attempt to use the results of this survey for any other purpose would be wrongful and misleading.* •



Introducing the Singalong™ Entertainment System from Marantz

Now you can delight and fascinate your guests with the fabulous SINGALONG™ Entertainment System which plays their favorite music and lets them sing along by displaying the lyrics of each song in time with the music. This revolutionary development in club entertainment combines the famous PIANOCORDER® reproducing system with our versatile new SUPERSCAN™ display console, an electronic screen composed of solid state light emitting diodes (LED's).

Using factory encoded tape cartridges, the SINGALONG system operates the piano keys and pedals, producing an amazingly lifelike performance, while the song lyrics dance across the screen. Each song is programmed with its own dazzling light and motion effects to delight your guests. Our long playing cartridges contain about 67 old and new favorites each, and additional tapes are available from our extensive Pianocorder tape library, giving you an almost limitless supply of music.

We'll also, program into your system an advertising message of up to 200 words which will be displayed on the screen continually while the SINGALONG mechanism isn't playing.

The SINGALONG system is available in both coin-op and free-play models, installed in our handsome Ragtime Piano. It can also be installed in any other piano quickly and easily, without impairing the piano's structural integrity or tone. The SUPERSCAN console can be placed anywhere, in single or multiple unit displays, and it can be used independently of the system as one of the most versatile user programmed message centers on the market.

The SINGALONG system is virtually service-free; in the unlikely event that you ever have a problem with it, help is as near as your phone. If there's trouble with the console, just ship it back and we'll send a replacement while yours is being repaired.

The MARANTZ SINGALONG system is unique in club entertainment. It will captivate your patrons play after play, night after night, at a substantial savings to you in entertainment costs. And because it's self operating, all you have to do is change tapes.

It'll pay YOU to take a look at the MARANTZ SINGALONG entertainment system. Call us toll-free at 1-800-438-7023 for more information.

marantz®

Marantz Piano Co., Inc. • Highway 64-70E • P.O. Box 460 • Morganton, North Carolina 28655 • (704) 437-7135

States Registering Highest Responses

State	%	State	%
California	9.5	Indiana	2.8
Florida	7.7	Georgia	2.8
Texas	7.4	Nebraska	2.6
New York	4.5	New Jersey	2.6
Michigan	4.5	Virginia	2.6
Ohio	3.5	Arizona	2.5
Maryland	3.5	Tennessee	2.2
Pennsylvania	3.4	Wisconsin	2.0
North Carolina	3.4		
Illinois	3.2	**Total**	**20.1**
Missouri	2.9	**Others**	**26.4**
Total	**53.5**	**Total**	**46.5**

Including Alaska, Hawaii, Washington D.C. and Puerto Rico. All but two states were represented. Missing states: Vermont and Delaware.

order to break even and what operators reported making.

Nationwide, operators reported that in order for them to break even on a video game investment, each machine had to average $117 per week for a 10.5 month period. However, operators reported average gross collections for video games reached only $109 per week and were commercially viable for 7.3 months.

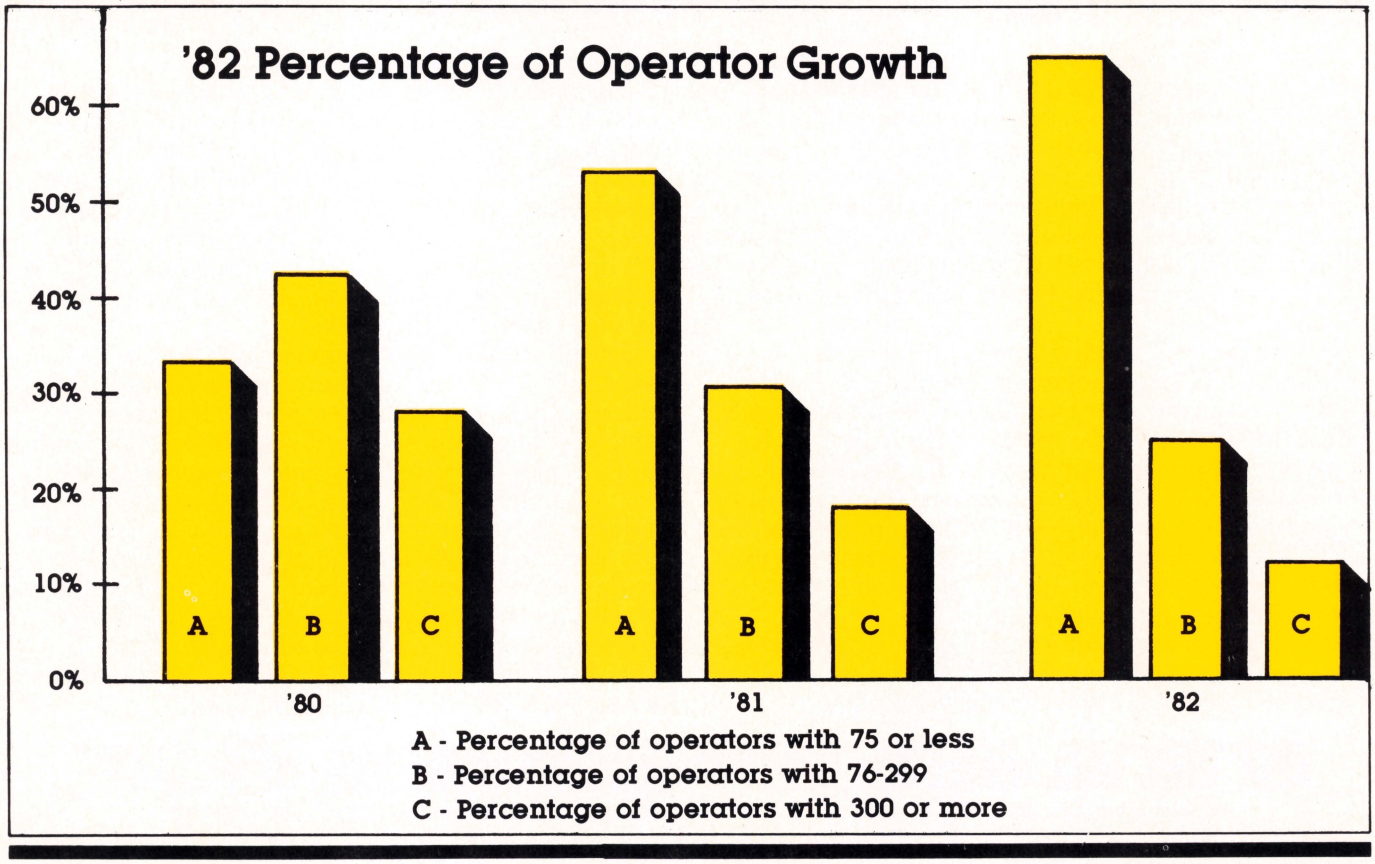
Though "break even" might have been interpreted differently by each responding operator—as meaning only recouping the original investment for some and generating its projected rate of return for others—the national average showed the games had to gross $5,278 for their entire commercial life of 10.5 months. Figuring in the industry's traditional 50/50 commission split with locations, which remained largely unchanged for the year, that meant the operator had to net $2,639 over the 10.5 month period in order to break even.

That total, mirroring too closely the purchase price of video games, may indicate the operating segment of the industry is actually underestimating the break-even point of its video game operations. The cost of money, employees, and related expenses, it would appear, would require operators to have projected a far higher break-even point than what they actually reported.

Last year video games averaged weekly gross collections of $140. This year that figure plummeted to $109. The 22 percent decline in per-machine earnings, however, does not necessarily indicate a decline of interest by the playing public.

16 percent increase

The total number of coin-op entertainment machines on location (including video games, pinballs, jukeboxes, pool tables, and other types) was estimated by *Play Meter* to be 1,539,000 in 1981. But this total



INTRODUCING..... (5) ..... NEW

MONEYMAKING KIDDIE RIDES

from

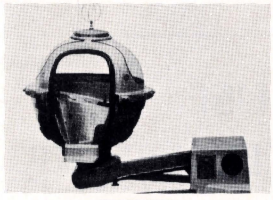
"The Original"

KIDDIE RIDES U.S.A.

(WE ARE THE LARGEST IMPORTER OF KIDDIE RIDES IN THE USA)

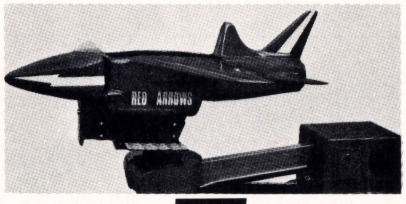
NEW

HYDRAULIC HELICOPER (IT ROTATES)
"MOST PROFITABLE RIDE EVER"



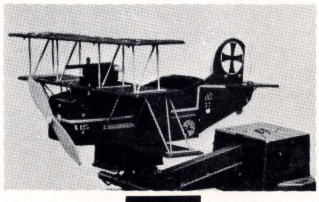
NEW

HYDRUALIC GALACTICAR (IT ROTATES)
FLASHING LIGHTS, AND SOUNDS
"A TERRIFIC RIDE"



NEW

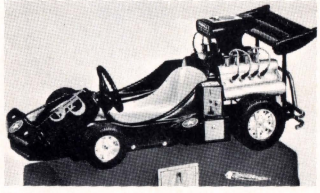
HYDRAULIC RED ARROW (IT ROTATES)
FLASHING LIGHTS, DIFFERENT MOTIONS,
VARIOUS SOUNDS



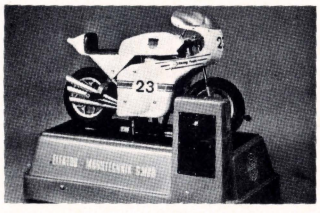
NEW

HYDRAULIC RED BARON
(IT ROTATES) WORLD WAR I TRIPLANE
"REAL LIFE ACTION"

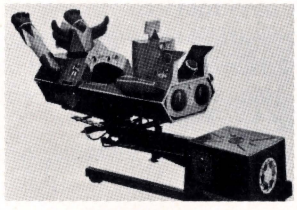
SANTA FE TRAIN
WHISTLE AND STEAM SOUNDS



LOTUS RACE CAR
"ALWAYS A FAVORITE"

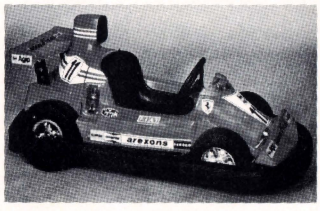


MOTORCYCLE
SPINNING WHEELS AND REVING ENGINE



NEW

HYDRAULIC GOLDRAKE (IT ROTATES)
FLASHING LIGHTS AND SOUNDS



BATTERY CARS

- All rides with exciting sound effects
- Flashing lights
- Large inventory of rides
- Excellent service and parts department at your disposal
- Over 9 years experience in children's amusements

Plus: race cars, trains, motorcycles, animals, planes, carousels, boats, etc.

"WE HAVE THE BEST PRICE...CALL US COLLECT, ASK FOR BOB OR MEL"

"The Original"

KIDDIE RIDES U.S.A.

COIN OPERATED KIDDIE RIDES MEAN CASH IN YOUR POCKET

604 MAIN ST., DAVENPORT, IA 52803

(319) 326-6467

increased by 16 percent, to 1,793,000 in 1982. That sizeable increase in machines accounts for, at least in part, for the 22 percent decline in business in video games. It means the expansion of video games, for the time being at least, has reached the point of diminishing returns, and factories can hardly expect to repeat their 1982 sales performance anytime soon.

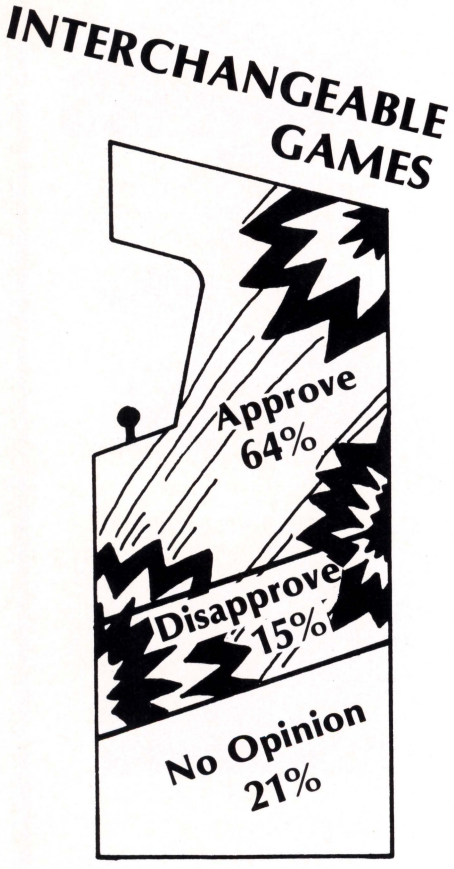
Actually, 1982 probably would not have been the banner year for video game sales had it not been for the continued influx of new operators into the industry. Perhaps encouraged by billion dollar gross earning reports and unaware of the peculiar downside economics of the industry, many new investors entered the operating side of the business, creating, with their game placements, a quick over-saturation of the market.

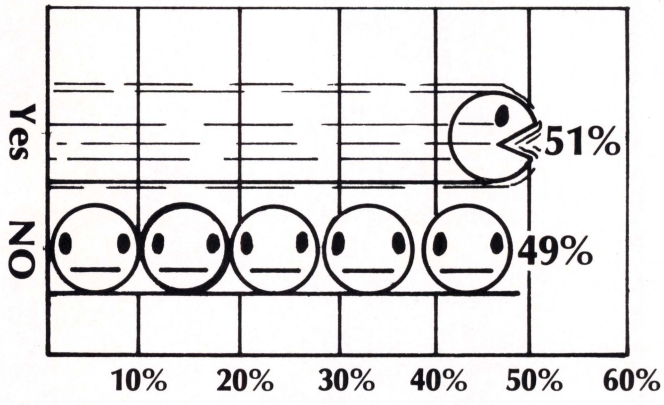
In fact, 81 percent of the operators responding to the *Play Meter* poll said the number of operators in their area had increased. Only 11 percent said the number of operators had decreased.

In light of the diminishing returns of video games as a whole and the industrywide underestimation of exactly what the games must net for the operator to break even, two industry trends can be predicted with a certain degree of accuracy: (1) the operator population will diminish in 1983 as the industry goes through a "shakeout," its economic version of "the survival of the fittest;" and (2) the surviving operator population will move most certainly to a more conservative commission arrangement with its locations.

That change in the commission arrangement could take one of two possible avenues: either the operator will net for himself 60 percent of the games' gross collections or else he will continue to operate on a 50/50 split after a minimum per-machine guarantee is netted by the operator.

It is interesting to note that other operator responses reflect the dilemma faced by operators saddled with high-earning pieces of equipment that die commercially before they can generate their expected return on investment.





Interchangeable games

Of the operators responding to the survey, 64 percent said they now approve of interchangeable games. This is a slight increase over last year's survey that reported that 56 percent of the operators were in favor of interchangeable games.

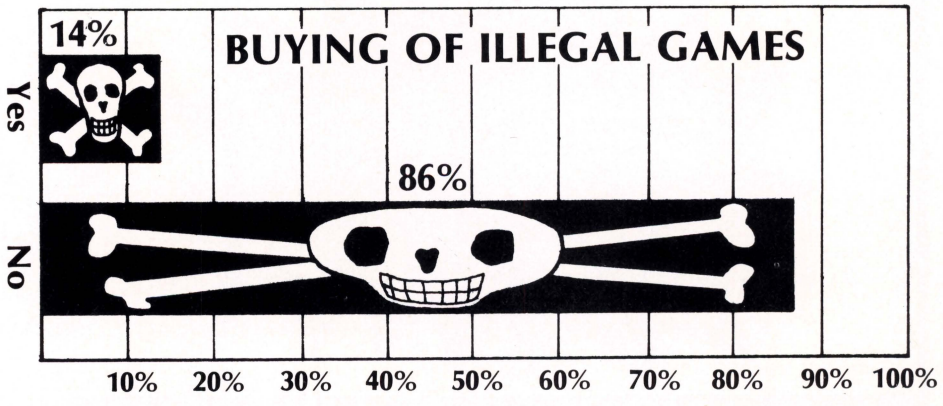
Last year 12 percent of the operators were opposed to interchangeable games on the grounds that they felt the games would be mediocre and might even eliminate the operator with manufacturers selling directly to location owners. This year the number disapproving of interchangeable games increased slightly to 15 percent.

The number of operators who reported that they had knowingly bought unauthorized copies of video games remained relatively constant. In 1981, 15 percent said they had bought copies; and, in 1982, 14 percent said they had bought copies.

On a more volatile issue, a major video game manufacturer is asserting that it retains the right to prohibit operators from modifying legal copyrighted games. The manufacturer claims retrofit or speed-up kits are illegal, infringing on its video game copyrights.

But a whopping 83.3 percent of the operators responding said they do not believe the manufacturer can prohibit them from purchasing speed-up kits from any source to keep their rapidly-depreciating games from dying commercially.

Along those lines, 51 percent of the operators now report that they have or are using speed-up kits in some of their video games, an open challenge to the manufacturer's claim that it retains



BENSAR DISTRIBUTING COMPANY

POOL TABLES VIDEOS
PHONOGRAPHS

PINBALLS VENDING
ARCADE DESIGN

8,000 SQ. FT. SHOWROOM DISPLAYS.
ALL CURRENT EQUIPMENT FROM LEADING FACTORIES.

WHEN YOU CAN'T FIND WHAT YOU'RE LOOKING FOR,
YOU HAVEN'T CALLED BENSAR.

P.O. Box 47
200 Market Street
New Richmond, Ohio 45157
(513) 553-2672

Toll Free (Outside Ohio):
1-800-543-0368
International TWX:
(810) 460-2875

****

LEADERS SERVING OPERATORS IN THE INDUSTRY
FOR NEW & USED EQUIPMENT.

FULL LINE DISTRIBUTORS: SALES • SERVICE • PARTS

****

ALSO A FULL ARCADE COORDINATING DEPARTMENT

Helps in all areas of game selection, room decor and management & technical training.

the copyright on games sold to individual operators after the sale.

Illegal alternatives

Interchangeable games and speed-up modifications continue to be favored by operators to deal with the video obsolescence problem, while the operators have, for the most part, rejected the illegal alternative of purchasing cheaper unauthorized copies of the hit videos.

Despite the bleakness of the picture, 45 percent of the operators actually reported an increase in their net profit for the year; 38 percent reported a decrease in their net profit. But there was even a dark lining to that silver cloud; by contrast, last year 77 percent of the operators reported an increase in their net profit picture.

Still, video games remained by far the major form of equipment operated nationally. In fact, despite the less than sterling performance by videos at the operation level, videos improved their share of the operators' overall equipment inventory. In 1981, 56 percent of all equipment operated in the United States was video games. This year 77 percent of all the commercial equipment was video.

Pinballs declined from 18 percent of the operators' total equipment inventory in 1981 to 9 percent in 1982. Pool tables dropped from 8 percent to 4 percent, and phonographs from 11 percent to 8 percent.

Contributing to this video takeover was, of course, the continued trend by operators to buy videos and forsake all other equipment type purchases.

In 1981, 82.5 percent of all equipment purchases were video buys. This year that increased to 87.5 percent.

Notably, large operations (i.e. operations with 300 games or more), while representing only 11 percent of the total operator population, accounted for 51 percent of all new video game purchases in 1982.

Six full-time

With the average operator operating 149 pieces of equipment, the average operator employs six full-time workers (counting himself as one of the six). That translates for the industry as one full-time employee for roughly every 25 pieces of equipment. Using the *Play Meter* estimate that there are roughly 1,793,000 pieces of equipment operated nationally, that means the operating segment of the industry alone employs more than 70,000 full-time workers.

Of the six full-time workers, 2.2 are servicemen, meaning the industry averages nationwide one full-time serviceman for every 68 pieces of equipment.

Also, the industry employs, on the average, another 2.3 part-time workers for an operation of 149 games (the national average). That adds an additional 28,000 workers to the operators' work force.

In other unrelated findings, the survey found that 45 percent of the operators bought all their equipment locally. Another 31 percent said they bought most of their equipment locally, 15 percent said they bought some of their equipment locally, and 9 percent said none of their equipment purchases were local. It is unclear if this marks any change in operators' buying habits because *Play Meter* did not compile statistics in this area last year.

Video gambling machines, which have acquired the moniker of "gray area" machines, increased slightly in 1982. Last year, 9 percent of the operators responded that they operated the machines. This year's survey revealed that 11 percent of the operators operate this type of equipment.

One out of every four operators (25 percent) belongs to a local or state association representing the industry. Similarly, 24 percent of the operators report that they belong to the AMOA.

Restrictions

As far as restrictions hampering the industry's productivity and profitability, 39 percent of the operators reported they were hampered by various governmental restrictions. This represents relatively no change in this area since last year 39 percent of those operators who responded said they were hampered by excessive governmental intrusion on undue restrictions placed on their businesses.

Zoning problems were cited by responding operators as the major governmental obstacle for their business. A total of 31 percent of all the complaints, in fact, indicated that zoning hassles were operators' major concern.

Restrictions on the number of machines allowed in a given area accounted for another 29 percent of operator responses to this question.

[Editor's Note: It should be noted that without industrywide agreement and acceptance on how many machines constitute a legally-defined *arcade*, these two common governmental obstacles for operators will probably haunt coin-op entertainment for sometime to come.]

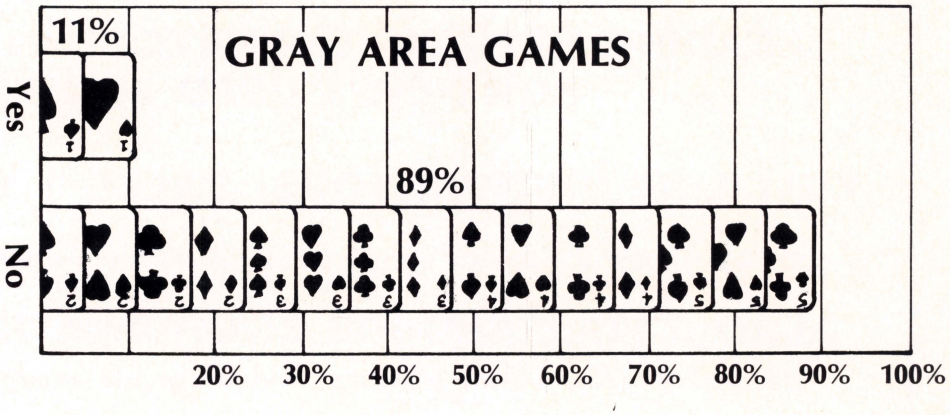
Also, it should be noted that, for purposes of this and other *Play Meter* surveys, a total of 10 machines is used to differentiate between arcade and street operations. A similar, if not identical, number should be used by the industry as a whole in order to cultivate a certain consistency for the industry nationwide.

Presently without such an industry position, operators in many areas are reporting zoning and other governmental restrictions that are creating arbitrary definitions of what is an arcade. These definitions sometimes say one machine constitutes an arcade; and, more often, two, three, or four become the limit.

For a breakdown and analysis of arcades versus street operations, see the related story elsewhere in this issue.

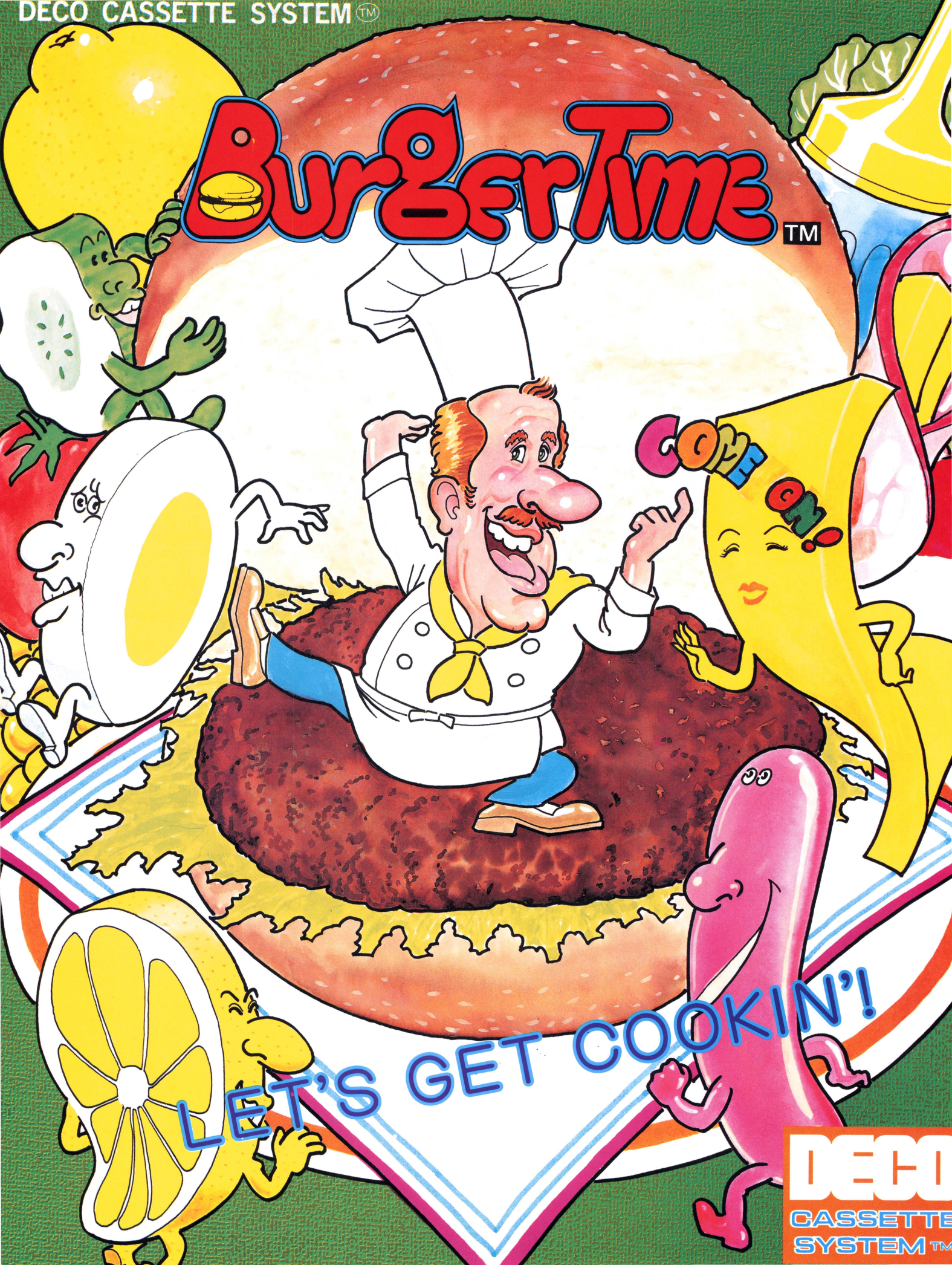
Further analysis

Continuing with governmental problems, we find that age restrictions elapsed into third place in this dubious



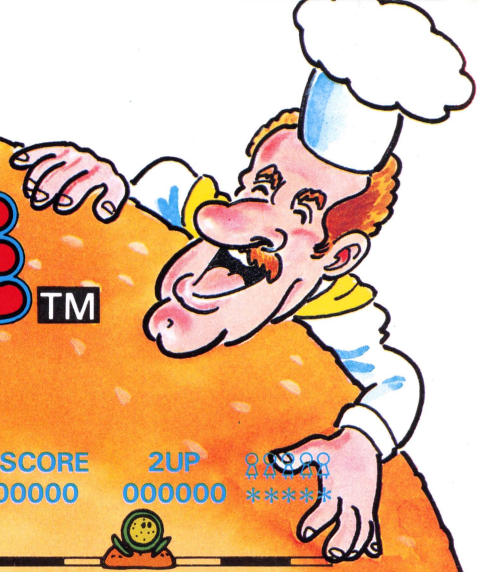
DECO CASSETTE SYSTEM™

BurgerTime™



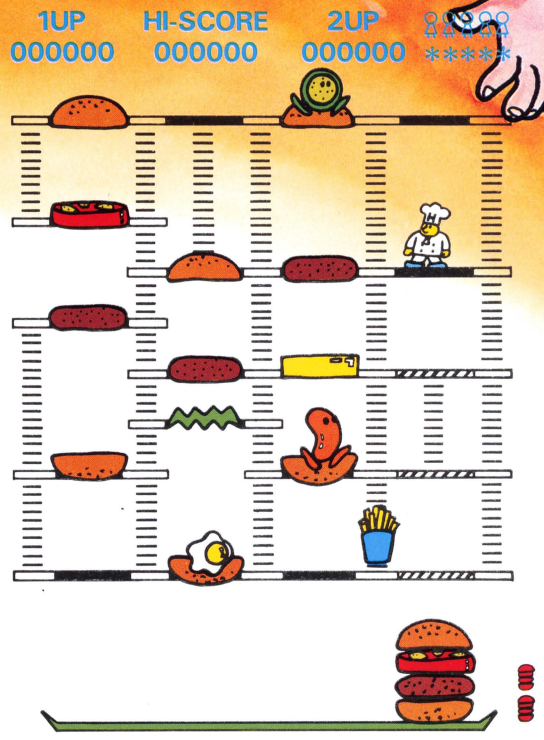
DECO CASSETTE SYSTEM™

BurgerTime™



How to play

Here's how to make yourself a hamburger and have a challenging and fun time as you go.

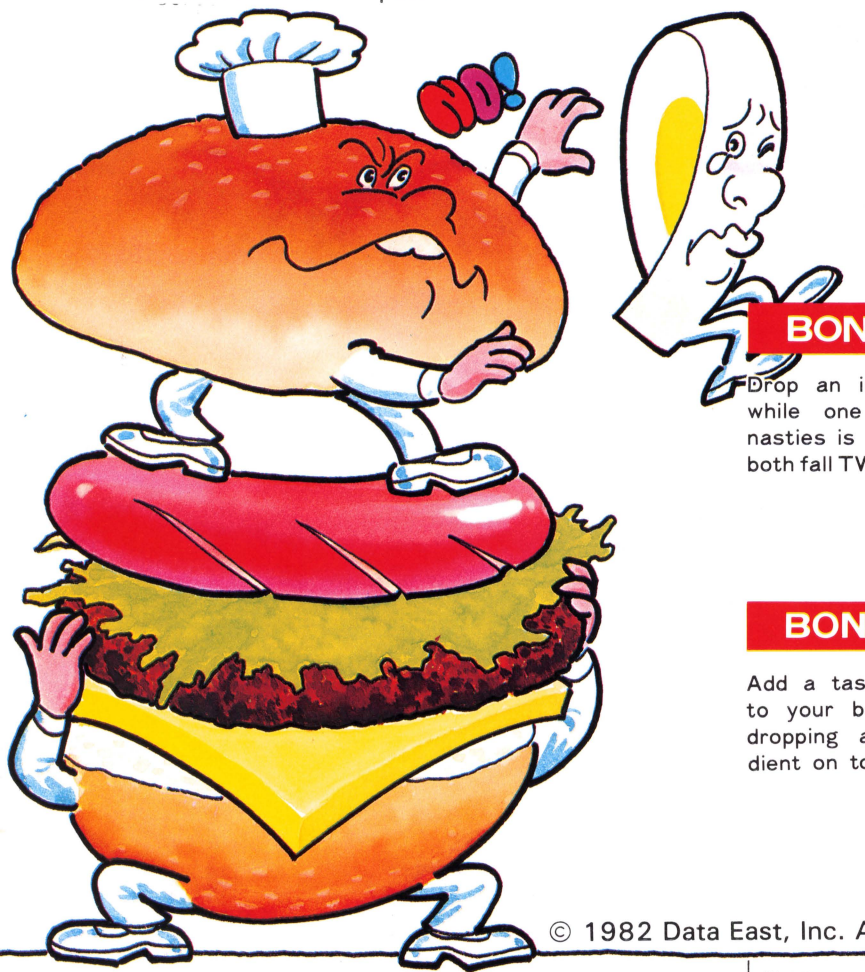


★ Use the lever to jog your merry Chef over the ingredients — buns — hamburger patties — tomato slices — cheese — and drop them onto the plates below.

★ Avoid the animated characters — Mr. Hotdog, Mr. Egg, Mr. Pickle — they're out to catch your Chef and bring him down.

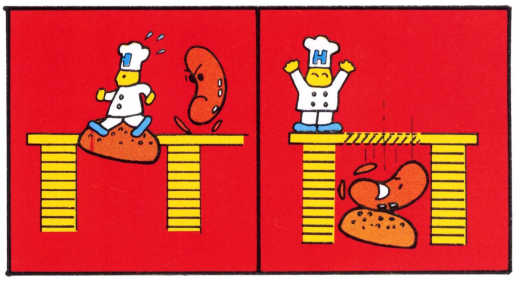
★ Red button — press to toss pepper in the animated nasties' faces. (replenish pepper supply and get bonus points by picking up ice cream, cup of coffee or french fries when they show on screen).

★ The animated characters are nasty but they're also tasty so why not mix them in your burger — drop a bun on them — or — drop the bun they're standing on. This is a great way to eliminate them from the screen and earn bonus points.



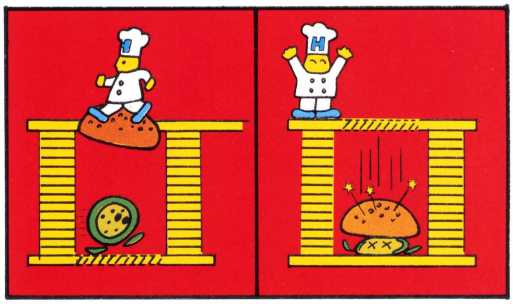
BONUS

Drop an ingredient while one of the nasties is on it and both fall TWO levels.



BONUS

Add a tasty nasty to your burger by dropping an ingredient on top of it.



© 1982 Data East, Inc. All Rights Reserved

DATA EAST INC.
470 Gianni Street, Santa Clara, CA 95050 U.S.A.
Telephone: (408) 727-4490
Toll Free: (800) 538-5129

Distributed by:

BURGERTIME IS ALSO AVAILABLE FROM BALLY MIDWAY MFG. CO. AS A DEDICATED GAME

COPYRIGHT 1982 BY DATA EAST INC ALL RIGHTS RESERVED.

category. This was, by far, the area that registered the biggest increase in operator complaints.

Perhaps stung by the national prominence of the no-decision rendered by the U.S. Supreme Court on the Mesquite, Texas, age restriction case, operators now report that 15 percent of their governmental hassles are in this area of age restrictions. Last year this accounted for only 5 percent of the operators' problems.

Local governments are apparently easing up on moves to simply ban games or game types, however. This year only 8 percent of the responses said a ban on game types was a problem; last year that was 21 percent. Obviously, the high visibility of video games has at least helped in this area of engendering public acceptance of games as a legitimate pastime.

Other complaints shot up from 10 percent to 17 percent this year. Of that total, a full 12 percent of that response was excessively high taxes and license fees brought on apparently by the public's misconception of the profitability of video games. The remaining 5 percent in this "other" category included restrictions such as curfew and hours of operation.

Gladly, most operators seem to be gaining ground both in their will to fight City Hall and their success ratio when engaging in such fights. Last year 39 percent of the operators said they fought governmental restrictions. This year that figure was up dramatically to 66 percent. A total of 38.5 percent of all operators reported being hampered by local restrictions.

More success

More encouraging is the increasing success ratio by the vast majority of operators. In 1982, 54 percent of the operators taking up the fight said they were successful in winning their cases against City Hall. This figure would have been considerably higher (almost 62 percent) had it not been for the unexplainable poor success ratio of the small street operator not operating arcades who reported a success figure of only 12 percent.

Conversely, medium size street operators not operating arcades registered the highest success ratio of 87 percent. They were followed closely by the small and medium size arcade operators reporting success ratios of 78 and 75 percent respectively. Large operators operating both street locations and arcades reported a success ratio of 75 percent while large arcade operators registered a 60 percent success figure. Small and medium size operators operating both street locations and arcades reported success ratios of 44 and 45 percent respectively.

In light of the efforts put forth by the industry's three national associations and their public relations campaigns, this significant increase in the success ratio of operators fighting City Hall can only be termed a resounding success.

The video game squeeze on the operators' capital reserves apparently made a small impact on an age-old industry practice of loaning locations money. Last year 19 percent of the operators said they advanced commissions or made location loans, and this year 15 percent said they conducted such business practices.

Surprisingly, operators lost ground in the area of location contracts. Last year 15 percent of the operators said all their locations were under contract; this year that was down to only 12 percent of the operators. And 37 percent of the operators this year said they are working with location contracts at some of their locations. In 1981, 40 percent said they worked with location contracts at some of their locations. A clear, though small, majority (51 percent) said they were not working with any location contracts.

Finally, accenting again the problem faced by operators concerning the obsolesence of video games, 35 percent of the operators said none of their distributors accept trade-ins on older games. Only 12 percent said all their distributors accept trade-ins. The bulk of the response (53 percent) was that some distributors accept trade-ins. •

Arcade and street operators' buying trends analyzed

There are 1.8 million pieces of coin-operated entertainment equipment on location today; and, of that total, 1.4 million pieces are video games. That means video games comprise better than 76 percent of all the coin-op entertainment equipment being operated commercially today.

The industry's annual survey, conducted by *Play Meter* magazine, also found that this equipment is being operated in nearly 409,200 locations in the United States.

The survey revealed that there are 23,700 arcade locations with the balance (more than 385,500) being street locations.

For purposes of the survey, *Play Meter* defines an arcade as any location with 10 or more games.

The survey also found that more than 65 percent of the nation's 12,000 operators operate at least one arcade. Operators who operate arcades exclusively comprise 23.7 percent of the total operator population.

The average arcade, according to the *Play Meter* industry survey, has 40.8 pieces of equipment; and the average street location has 2.15 pieces of equipment.

Arcades, street locations and machines

The average arcade-only operator has 132 pieces of equipment in 2.8 arcades, while the average street operator has 147 pieces of equipment with nearly 2.9 arcades.

To analyze further these and other industry trends and patterns, the survey responses were subdivided into three categories: (1) those operations of 75 amusement machines or fewer; (2) those operations with between 76-299 machines; and (3) those operations with 300 or more amusement machines.

While large operators represent only 11 percent of the total operator population, they own nearly 64 percent of all the equipment being operated today and account for better than half of all the new equipment purchased.

The small arcade operator has 1.3 arcades, the middle-sized arcade-only operator has 3.5 arcades; and the large arcade-only operator has 18.9 arcades.

The small street operator appears to have 58 percent of his equipment in arcades, the middle-sized street operators have 67 percent of their equipment in arcades, and the large street operators have 71 percent of their equipment in *street* locations.

The small street operators have, on the average, 1.4 arcades each; the middle-sized street operators, 3.2 arcades; and the large street operators, 7.4 arcades on the average.

The number of machines in those arcade locations also varied according to the size of the operation. Arcades owned by operators with fewer than 75 machines averaged only 25.3 machines per arcade.

The medium-sized operators' arcades averaged out at 41.8 machines, with the larger operators averaging 49.3 machines per arcade location. As stated earlier, the average-sized arcade nationally has 40.8 pieces of equipment.

While the average street location averaged out nationally at 2.15 pieces of equipment, the survey found that was brought about mostly because of large-sized operators. Small and middle-sized operations both averaged 1.58 pieces of equipment per street location. The larger operators averaged nearly an extra piece of equipment per street location (2.4).

And a further analysis shows that, in very many of those instances, the extra piece of equipment operated by the larger operators was very often a pool table or phonograph (i.e. coin-op entertainment types that have been neglected by the smaller and middle-sized operators in order to capitalize heavily on the video boom).

The survey found that 86 percent of all the equipment operated by small operators was video equipment; 76 percent of all the equipment by medium-sized operators was video; and 70 percent of all equipment by the large operators was video.

However, this still represents a growing trend toward videos and a

Total Estimate of Arcade Locations

	1-75	76-299	300-Over	Total
Arcade Operators	2,717	1,635	4,744	9,096
Street Operators	3,504	5,814	5,273	14,591
Total	**6,221**	**7,449**	**10,017**	**23,687**

Total Estimate of Street Locations

	1-75	76-299	300-Over	Total
Street Operators	40,498	75,484	269,512	385,494

Distribution of Equipment by Size of Operation

Units on Location	1982 Number of Machines 1-75	76-299	300-Over	Average	1981 Number of Machines 1-75	76-299	300-Over	Average
Upright Videos	22	107	605	106	19	80	348	88
Cocktail Videos	2	10	38	8	2	7	47	8
Pool Tables	-	5	41	6	1	9	64	13
Pinballs	2	15	73	13	4	27	137	31
Phonographs	-	7	88	12	1	15	87	19
Others	2	5	20	4	2	9	41	12
Totals	**28**	**149**	**865**	**149**	**29**	**147**	**724**	**171**

Distribution of Equipment by Type and Size of Operation

Units on Location	Arcade Operators 1-75	76-299	300-Over	Average	Street Operators 1-75	76-299	300-Over	Average
Upright Videos	27	123	786	110	20	104	562	100
Cocktail Videos	2	6	61	8	3	11	33	8
Pool Tables	-	1	12	2	1	6	48	7
Pinballs	3	15	29	7	2	15	83	14
Phonographs	-	-	-	-	1	9	109	14
Others	2	3	44	5	1	6	14	4
Total	**34**	**148**	**932**	**132**	**28**	**151**	**849**	**147**

present-day abandonment of other equipment types. Last year video comprised only 72 percent of the small operators' equipment, 59 percent of the middle-sized operators' equipment; and 55 percent of the larger-sized operators' equipment.

Buying habits

As for purchases, the survey found that operators have relatively no preference on which season to buy. Of those responding, 61.8 percent expressed no preference for any particular season. Before the video game boom, autumn was considered the premier buying season; and it still remains that way for many street operators. But, overall, spring is now the preferred buying season by 14 percent of the operators. Autumn was the second most popular buying season mentioned by operators with a preference. Autumn drew 13.4 percent of the responses. Winter at 5.4 percent and summer at 5.3 percent were, for all matters, nearly tied.

Arcade operators, however, who did express a preference for buying seasons chose spring; and street operators, again if a preference was expressed, chose the autumn.

With the video game industry apparently topping out this past year with video game saturation already taking its toll on new equipment purchases, it is worth noting that two companies (Midway and Atari) accounted for more than half of all the games sold in 1982. And it was also worth noting that six companies (Midway, Atari, Williams, Nintendo, Taito, and Gremlin) accounted for nearly 90 percent of all video game sales. That means the remaining 18 video game companies from which operators reported having bought games were left to divide only slightly more than 10 percent of total video game sales.

With all indications pointing to a bear video game market in 1983, it can be concluded that, unless a large share of the market is taken away from the leaders, there will be a sharp decline in the number of video game manufacturers surviving another 12 months.

Small manufacturers apparently made their inroads by selling to small and middle-sized operators. Nearly one out of every five video game purchases made by small operators was from a manufacturer other than the six leaders. With middle- and large-sized operations, the six leaders accounted for 88 percent and 90 percent of the market share, respectively.

New equipment purchases

The six top game sellers accounted for 90 percent of the video games sold to arcade operators and 86 percent of the video games sold to street operators.

The average small street-locations-only operator purchased 13.6 videos in 1982 and only .58 pinballs. The average small street operator who operated at least one arcade, purchased 19.8 videos and 1.6 pinballs. This buying tendency was also very close to the pattern reported by small arcade-only operators. They reported purchasing 18.8 videos and 1.5 pinballs.

For all small operators, their total equipment purchases totaled 19—with videos accounting for 17 of that total, pinballs for one, and either a pool table, jukebox, or other equipment type accounting for the remaining purchase. This represents relatively no change in the buying pattern of small operators for 1982.

The average middle-sized street-locations-only operator purchased 38.6 videos and 2.2 pinballs. Middle-sized operations, which operate equip-

Average Purchases of New Equipment by Size of Operation

	1982 Purchased Machines				1981 Purchased Machines			
Units on Location	**1-75**	**76-299**	**300-Over**	**Average**	**1-75**	**76-299**	**300-Over**	**Average**
Upright Videos	17	49	219	47	15	47	186	52
Pool Tables	-	1	5	1	-	3	7	2
Pinballs	1	4	11	3	2	5	23	6
Phonographs	-	1	4	1	-	2	7	2
Others	1	1	11	2	-	-	1	1
Totals	**19**	**56**	**250**	**54**	**17**	**57**	**224**	**63**

Average Purchases of Equipment by Type and Size of Operation

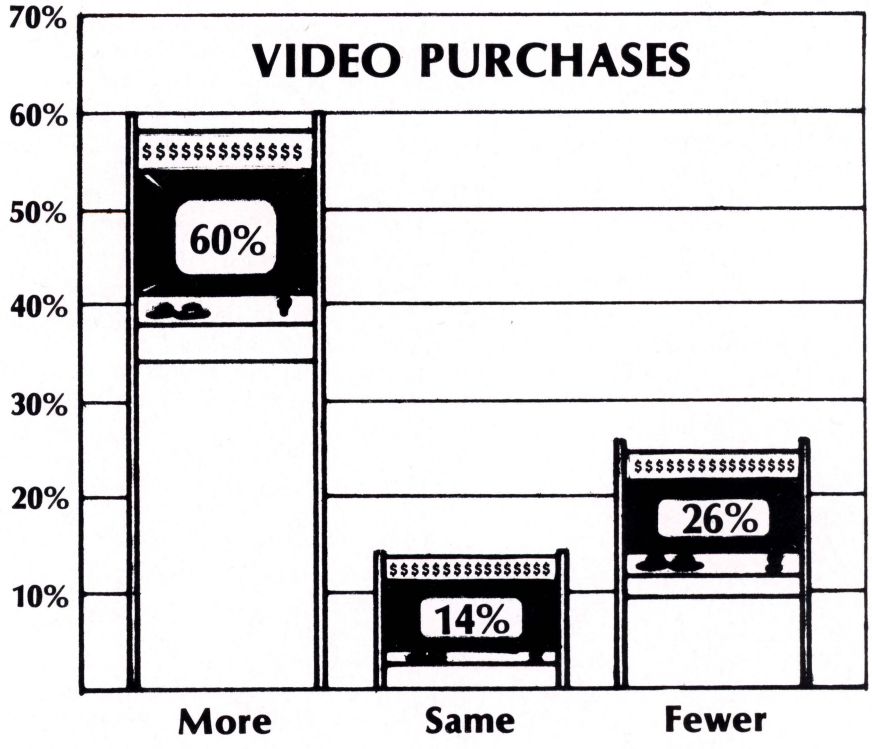
	Arcade Operators				Street Operators			
Units on Location	**1-75**	**76-299**	**300-Over**	**Average**	**1-75**	**76-299**	**300-Over**	**Average**
Upright Videos	19	45	202	39	16	50	223	49
Pool Tables	-	1	1	-	1	1	6	1
Pinballs	2	5	10	3	1	3	11	3
Phonographs	-	-	-	-	-	1	4	1
Others	1	1	44	5	1	1	4	1
Total	**22**	**52**	**257**	**47**	**19**	**56**	**248**	**55**

ment in both street and arcade locations, purchased 54 videos and 3.4 pinballs. Middle-sized arcade-only operators purchased 44.7 videos and 5.3 pinballs.

On the average, the middle-sized operator purchased 49 videos, 3.5 pinballs, 1 phonograph, 1 pool table, and 1 other piece of equipment. This represents a slight, but definite trend by the operator in the middle-sized category to buy more videos (at the expense of making fewer equipment purchases of other types) in 1982 than 1981.

Only the larger operators reported a significant increase in purchasing activity in 1982. While the average small operators' purchases increased slightly from 17 to 19 equipment buys and the middle-sized operators' purchases dropped from 57 to 56, the large operators reported a hefty increase from 224 equipment buys in 1981 to 249 equipment buys in 1982.

On the average, large operators purchased 219 videos, 10.7 pinballs, 4.8 pool tables, 3.5 phonographs, and a whopping 11.1 "other" pieces of equipment.



Roger Williams Mint TOKENS COST LESS

Here's why:

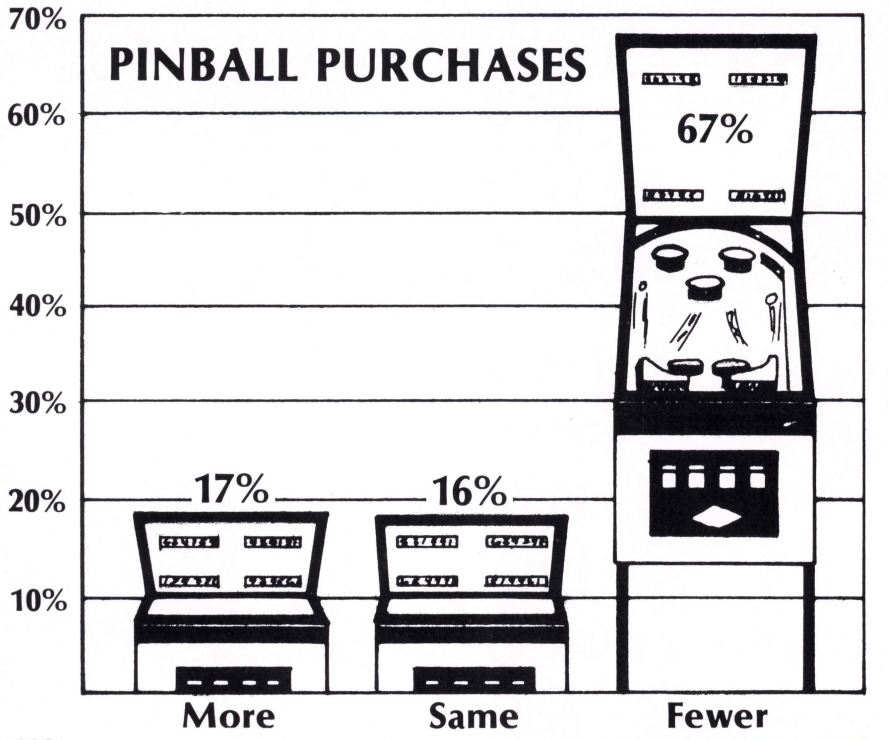
- We're the largest manufacturer of tokens in the country.
- You buy direct. There's no middleman.

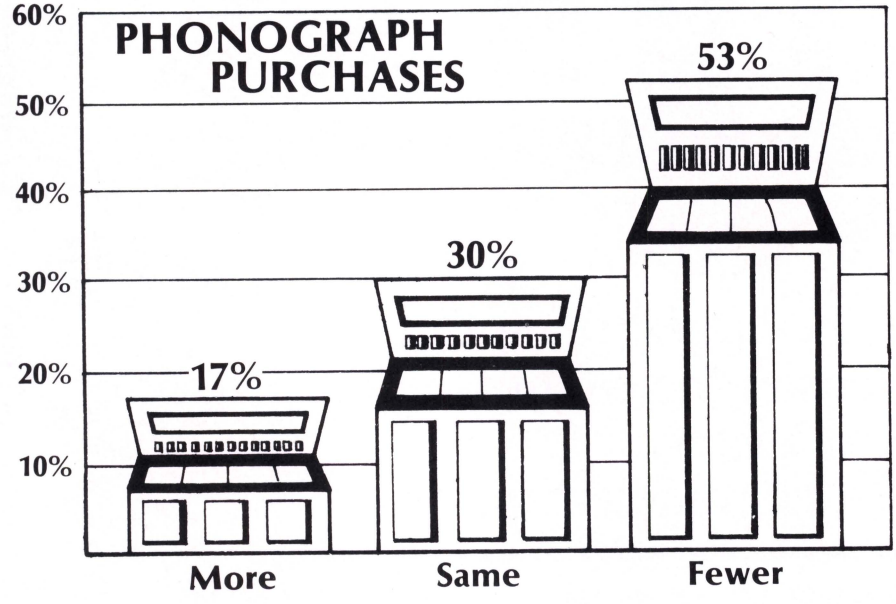
CALL TOLL-FREE TODAY
1-800-225-2734

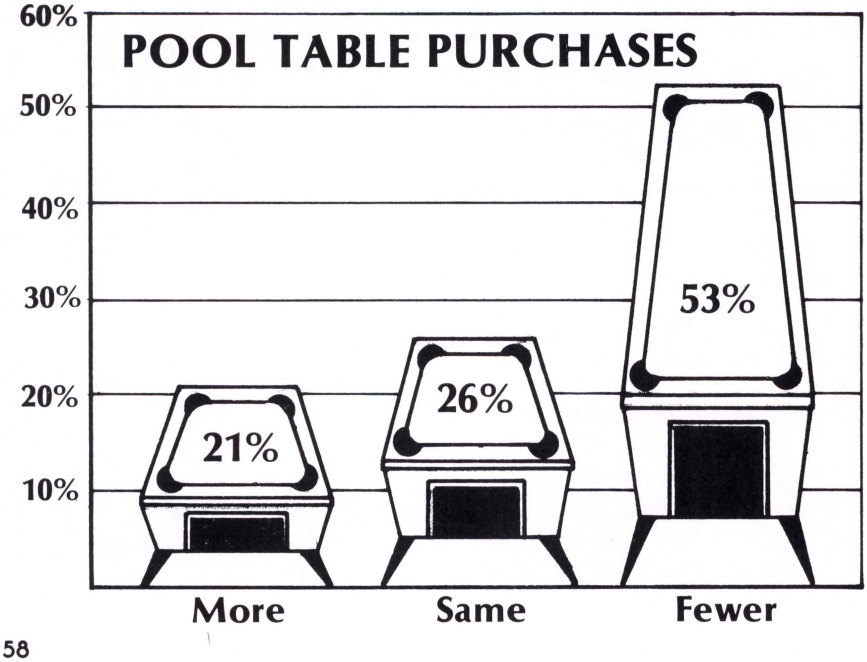
- *Immediate, same-day shipment on stock tokens and accessory items.*
- *Wide array of all necessary signs and stickers.*
- *Token mechs. (metal and plastic)* • *Cradles and cradle kits*
- *Expert technical advice and assistance.*
- *Professional artwork and design service at* **NO CHARGE.**

Roger Williams Mint™

Northwest Industrial Park, 79 Walton St., Attleboro, MA 02703







Other types suffer

Not surprisingly,the big gain was recorded by new video game purchases. With the exception of the "other" category, which likely represents kiddie rides, arcade specialty pieces, and the like, all other equipment types suffered from decreased buying activity by large operators in 1982. This further aggravates the plight of non-video game makers in 1983 that rely, according to the survey's findings, most heavily on the large operations for their purchases of pool tables, phonographs, pinballs, and other equipment forms.

For while the middle- and small-sized operations may be showing no change or even a slight decrease of purchasing activity in 1982, this was more than offset by the influx of new operators into these two categories.

In fact, 65% of all the operators in business today have operations of 75 games or fewer. Twenty-four percent are in the medium-range category, leaving only 11 percent in the large category.

Just two years ago, 41 percent of the nation's operators had between 76-299 machines, with 27 percent having larger operations and 32 percent having smaller operations. Then last year, the first full year of video game expansion and new operators joining the fold, small operators comprised 54 percent of the total operator population, and the middle-sized operators' ratio dropped to 32 percent of the total.

This year that trend continued, revealing that what the small operating segment lacks in average number of purchases is offset by the fact that there are so many small operators.

Still, large operators represented a majority of the equipment purchases in 1982. Large street operators, all responding operators in the large category, operated at least one arcade and purchased 222.9 videos and 11 pinballs. And large arcade-only operators purchased 202.3 videos and 9.6 pinballs.

Market shares

As far as market shares in categories other than video games, the *Play Meter* survey found Bally held 47 percent of the pinball market, followed by Gottlieb (26 percent), Williams (18 percent), Stern (7 percent), and others (2 percent).

Oddly, and in contradiction to the assertion that a pinball is now an

LOWEST PRICES IN THE COUNTRY

THE LARGEST SELECTION OF KIDDIE RIDES AND AMUSEMENTS IN THE COUNTRY OVER 125 ITEMS

Kiddie Rides
Hydraulic Rides
Cartoon Machines
Balloon Machine
Egg Machines
Capsule Machines

Money Machines
Bumper Cars
Gas Go Carts
Video Cars
Water Games
Arm Wrestling Machine

Coin Operated Robots
Talking Robots
Radio Controlled Robots
Animated Clowns and Characters
Weight & Fortune Machines
Horoscope Machine

Palm Reading Machine
Handwriting Analysis Machine
Mechanical Shooting Game
Astrology Machine
Bio Rhythm Merchandisers

WE'RE #1

LOWEST PRICES IN THE COUNTRY

LOWEST PRICES IN THE COUNTRY

WE REPRESENT MORE FACTORIES THAN ANYONE ELSE IN THE BUSINESS

- UBI
- MHI
- F&W Associates
- Bafco
- MDC Designs
- Whittaker Bros.
- Newborough
- Vending Int'l
- Continental Amusement
- Lumber Jacks
- Kasco
- DESIGN Plus
- Johnson Products
- Par Amusements
- Destron
- Zytronics
- Kawasaki

"Let the Good Times Roll"

This means a broader and more diversified selection...no waiting...

- **Our service dept. is 2nd to none**
- **Replacement parts "same day"**
- **10 years experience**

NORTH AMERICAN AMUSEMENT CO.
524 2ND STREET ROCK ISLAND, ILLINOIS 61201

- **More modern "rides of the times"**
- **Satisfaction guaranteed**
- **Representing the quality end of the business**

call today... **309/788-0135**

LOWEST PRICES IN THE COUNTRY

arcade piece, 76 percent of the pinballs sold in 1982 were bought by street operators. Large operators accounted for 42 percent of pinballs' sales; medium, 30 percent; and small, 28 percent.

Valley increased its market share in pool table sales, accounting for 68 percent of all pool tables sold, according to the industry survey. Dynamo moved into the second spot with a 14 percent share; Irving Kaye fell to 7 percent; U.S. Billiards finished with a 6 percent share, and all others had 5 percent.

As could be expected, 92 percent of all pool tables were bought by street operators. Fifty-two percent of the pool tables were purchased by larger operators. Medium-ranged operators bought 25 percent of the pool tables, with small operators accounting for the other 23 percent.

With phonograph sales, Rowe controlled 45 percent of the market, Rock-Ola 28 percent, Stern / Seeburg 15 percent, NSM 6 percent, and Wurtlizer 6 percent. Only 2 percent of all the phonographs were sold to arcade operators. Large operators accounted for 52 percent of the jukeboxes bought. Medium-sized operators accounted for 32 percent, with small operators making up the balance of the purchases (16 percent).

A total of 640,000 new pieces of equipment were sold in 1982. This represents a 12.8 percent increase in the amount of coin-op equipment sold in 1982 compared to 1981, when 567,000 pieces of equipment were sold.

However, an even larger percentage of those units sold were videos in 1982 (88 percent) than in 1981 (82 percent). Pinballs fell from a 9.5 percent share of all equipment sold in 1981 to 5.2 percent in 1982. Pool tables dropped from 3.1 percent to 1.9 percent. And jukebox sales accounted for only 1.4 percent of all the equipment sold in 1982.

Jukebox sales amounted to slightly fewer than 9,000 units in 1982. Pool tables fell from 18,000 tables sold in 1981 to slightly above 12,000 sold in 1982. Pinballs dropped to 33,000 units sold. And videos climbed from 470,000 in 1981 to 563,000 in 1982.

Outlook for '83

The prospects for 1983? The slowdown in purchasing activity finally hit the industry in June. The summer, according to nearly all sources, was hardly a fraction of last summer's maddening sales activity. Considering the June-to-September decline in the market, we can see exactly how active the previous months had been for game sellers for them to register record levels in 1982.

Don't look for an encore performance in 1983 for game sellers. We can hardly expect the flood of new operators to continue in 1983, with the word now out that the real profit during the video game boom was realized by game sellers not game operators.

And while present game operators slowly recoup their investments from existing equipment, there will be less available capital to re-invest in new equipment.

Also, with the year's lackluster profit performance by videos, the prospects seem to indicate a general turn by operators toward other equipment lines with longer depreciation schedules.

With manufacturers' video product experiencing such short shelf lives, with video game copyright problems making modifications of existing machines legally dangerous, with the lack of any success with interchangeable video game systems to date, with also the de-emphasis placed on pinballs by the manufacturers themselves who have converted over largely to video game production—we may see a trend toward conservatism within the industry as operators look to new types of equipment to generate their return on investments. Ironically, the new types of equipment most likely for this increased activity are two of the oldest equipment types—phonographs and pool tables.

Nevertheless, the industry is still largely committed to video games. Do not expect to see an overnight shift in emphasis. Rather, the industry pendulum will begin its swing back in 1983. Fewer video games will be sold in 1983 than in 1982. And more jukeboxes and pool tables will probably be sold in 1983 than in 1982.

The only factors that could change this result would be a major technological advancement that would once again render existing equipment of that type obsolete or a ground swell of customer demand for one or another equipment type.

So, unless the video game makers can produce a technological breakthrough or, to everyone's surprise, change over to the interchangeable game format or succeed in marketing directly to the playing customers, we can expect the market to change from the sellers' market it was in 1982 to a tough buyers' market in 1983. •

Video: Market Shares
of *Play Meter's* estimate of 563,000 videos sold (including uprights and cocktails)

Midway	33%
Atari	23%
Williams	11%
Nintendo	10%
Taito	6%
Gremlin	6%
Stern	3%
Centuri	2%
Cinematronics	2%
Exidy	1%
Others	3%

(Others include: ATW, Data East, Dynamo, Game-A-Tron, Game Plan, Gottlieb, GDI, Nichibutsu, Pacific Novelty, Rock-Ola, Thomas Automatics, Tuni, Universal, and Venture Line)

Pinball: Market Shares
of *Play Meter's* estimate of 33,000 pinballs sold

Bally	47%
Gottlieb	26%
Williams	18%
Stern	7%
Others	2%

Pool: Market Shares
of *Play Meter's* estimate of 18,000 tables sold

Valley	68%
Dynamo	14%
Irving Kaye	7%
U.S. Billiards	6%
Others	5%

Phonographs: Market Shares
of *Play Meter's* estimate of 9,000 phonographs sold

Rowe	45%
Rock-Ola	28%
Stern/Seeburg	15%
N.S.M.	6%
Wurlitzer	6%

Top Performing Videos of 1982**

A Composite of *Play Meter's* Twice Monthly Equipment Poll Compiled Over the Past Year (Jan. 1—Nov. 1 issues)

TOP VIDEOS

OF ALL GAMES MAKING THE CHARTS REGARDLESS OF THE NUMBER OF WEEKS ON CHARTS

	RATING	No.*
1. *Donkey Kong Jr.*/Nintendo	14.0	1
2. *Tron*/Midway	13.6	5
3. *Jungle King*/Taito	13.0	1
4. *Tutankam*/Stern	12.7	3
5. *Ms. Pac-Man*/Midway	12.3	15
6. *Zaxxon*/Sega	12.0	11
7. *Donkey Kong*/Nintendo	11.4	21
8. *Robotron*/Wiliams	11.3	10
9. *Turbo*/Sega	11.3	14
10. *Galaga*/Midway	10.0	19
11. *Stargate*/Williams	9.2	16
12. *Tempest*/Atari	9.1	12
13. *Dig Dug*/Atari	9.0	9
14. *Qix*/Taito	8.9	10
15. *Kangaroo*/Atari	8.8	6
16. *Frogger*/Sega	7.9	11
17. *Pac-Man*/Midway	7.4	20
18. *Centipede*/Atari	6.9	15
19. *Omega Race*/Midway	6.4	7
20. *Defender*/Williams	5.5	11

*Indicates the number of appearances on the polls.

TOP VIDEOS

OF GAMES MAKING THE CHARTS FOR 5 MONTHS OR MORE

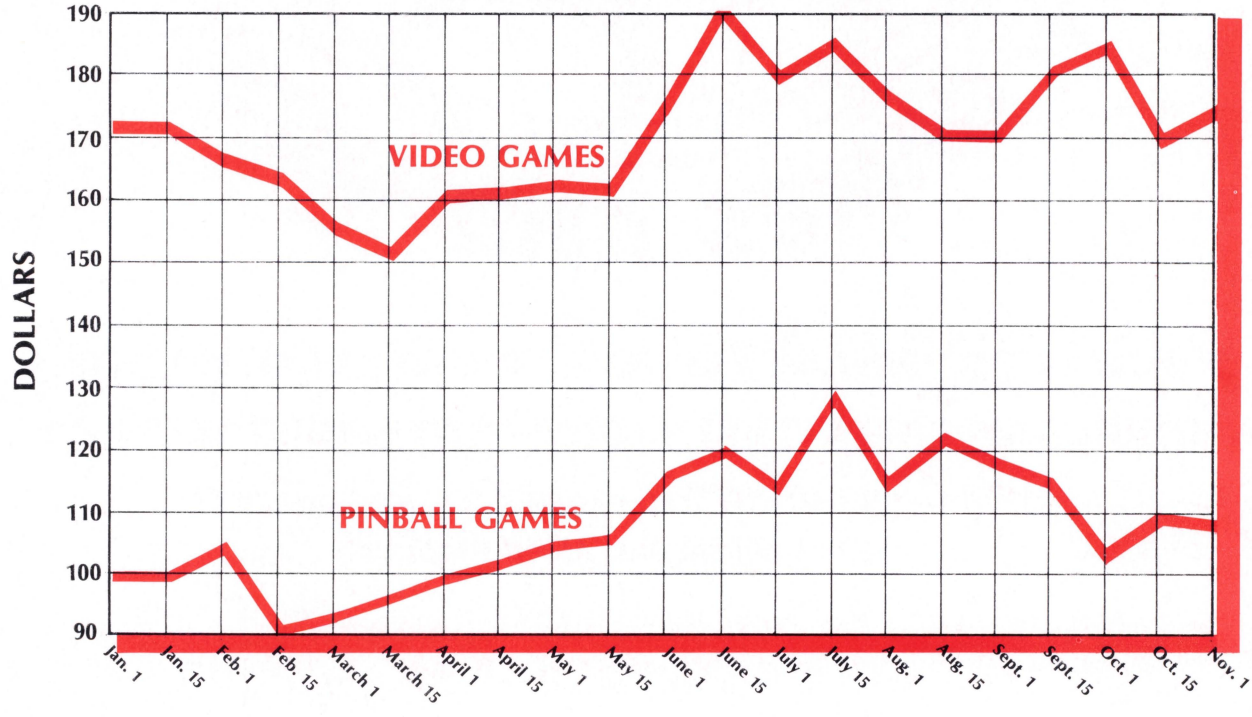
	RATING	No.*
1. *Ms. Pac-Man*/Midway	12.3	15
2. *Zaxxon*/Sega	12.0	11
3. *Donkey Kong*/Nintendo	11.4	21
4. *Robotron*/Williams	11.3	10
5. *Turbo*/Sega	11.3	14
6. *Galaga*/Midway	10.0	19
7. *Stargate*/Williams	9.2	16
8. *Tempest*/Atari	9.1	12
9. *Qix*/Taito	8.9	10
10. *Frogger*/Sega	7.9	11
11. *Pac-Man*/Midway	7.4	21
12. *Centipede*/Atari	6.9	15
13. *Defender*/Williams	5.5	11

*Indicates the number of appearances on the polls.

[Ed. Note: These rankings were computed by awarding points according to a game's ranking in each poll. A first place rank rewarded 14 points, second place 13 points, third place 12 points, etc. Each game's point total was divided by the number of appearances on the polls resulting in an average point rating for each game.]

**Special Note: These rankings are not to be confused with the 1982 *Play Meter* Awards for the Best Games of the Year. Ballots for the Annual *Play Meter* Awards will be mailed out at the end of this year. The awards will be presented at the upcoming AOE Show in March.

NATIONAL AVERAGES



AMOA EXPOSITION 1982

. . . Our Industry's Bottom Line . . .

THE HYATT REGENCY HOTEL • CHICAGO, ILLINOIS

THURSDAY, FRIDAY, SATURDAY – NOVEMBER 18-19-20

AMOA's International Trade Show for Coin-Operated Games, Music and Allied Products

Should Dollar Amounts Be Used?

Equipment Poll Analysis

Every man has enough faith and confidence in his own abilities to believe he can assimilate information, however contradictory, arrive at the proper conclusions, and make the correct decisions. The problem comes in our lack of faith and confidence in others to do the same.

Religious and civic groups, for example, will oftentimes call for the banning of books and literature that they find objectionable on the premise that, although the works have socially redeeming value, other people, not as enlightened as them, might mistake the author's true meaning and formulate wrong opinions.

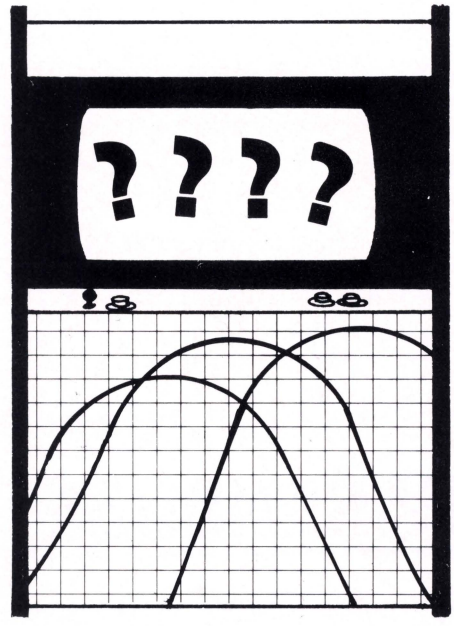
Thus, they seem to argue, if this is the risk we must take to gain knowledge—that someone somewhere might easily mistake the author's true meaning and reach the wrong conclusions—then it would be better had Mark Twain never sat down to write *Huckleberry Finn*.

Alone, in the quiet of our own thoughts, we can see the wrongheadedness of such beliefs.

I mention this only because *Play Meter* magazine in recent months has been criticized in some circles for using weekly gross collection averages as the basis for ranking video and pinball machines in its regular "Equipment Poll."

Most accurate source

The argument against the use of dollar amounts is not that the *Play Meter* "Equipment Poll" is less accurate than other sources of evaluating new games. (In fact, reader surveys confirm just the opposite: the poll is looked upon as the most accurate, independent source of determining the relative merit of new games.) Rather, the argument is that the use of dollar amounts could give governing bodies



or new investors the wrong impression about the true profit potential of the video game industry.

The argument breaks down to say, in effect, that the operators should be willing to settle for something less in order to guard against those outside the industry laying their hands on the survey and making it out to be something that it isn't.

The fault with this argument is that operators need all the help they can get. Anyone with more than 24 hours experience in this industry can see that. Operators need accurate, broad-based, unbiased information to make their buying decisions, not highly-suspect earnings reports from single locations that manufacturers will tend to produce, for self-serving purposes to document their games' profit earning potential.

You see, game costs are entirely too high.

And the commercial life of games is so short that operators are finding themselves with equipment that is commercially dead after a relatively short period of time.

Add to that the aggravation that it may be illegal for the operator even to modify his games to recoup his investment because, according to some manufacturers, it infringes on their copyrights.

Operating problems

And you can see the plight of today's operator.

Can he get by on less information?

Is ignorance really bliss?

In this year's annual operators' survey (The findings are featured throughout this "State of the Industry" issue.), we polled our operators/readers on this very question. The question was put this way: "Do you favor the use of dollar amounts in *Play Meter's* regular 'Equipment Poll'?"

The response from operators was overwhelming. Quite frankly, it surprised even us, especially after hearing some of the complaints against the practice of publishing dollar amounts in the poll. But it reaffirmed our belief in the operators' desire to have accurate information on which to base their buying decisions.

Favor dollar amounts

In the largest response to any industry survey ever, a full 79 percent of those operators responding said they favored the use of dollar amounts as the basis for ranking new games. One operator seemed to sum up the feeling of the vast majority by writing, "How else can you judge games except by their dollar amounts?"

We quite agree.

If the operators relied on gray area (video gambling) machines or illegal copy games to help them make ends

meet, then the *Play Meter* "Equipment Poll" would hardly be as critical and vital to their needs. They could smooth out the rough spots in their operation by relying on gray area games or illegal copies as the crutch to keep their companies afloat. But the coin-operated entertainment industry can only survive so long as the operator can operate profitably with the equipment that is part of the legitimate industry.

Play Meter has been committed to this philosophy from the beginning, even to the point of refusing advertisements for illegal copy games and gray area machines...and editorializing *against* those manufacturers who prohibit operators from using speed-up/retrofit kits to recoup their investments.

The operators need cooperation and help from the manufacturers in this industry, or else the temptation to buy illegal copy games or gambling devices might be too strong for some operators. And that's a trend the industry must not only guard against but also make sure it is not encouraging by boxing in the operator.

So the *Play Meter* "Equipment Poll" is offered to operators as an aid to help them make smart buying decisions.

Now, the argument that the poll should compromise itself and its accuracy because some government official might happen to lay his hands on a copy of the *Play Meter* "Equipment Poll" and use it for justifying an increase in video game license fees or taxes is pure folly. The "Equipment Poll" is intended to be a guide in purchasing new equipment, not an assessment of the state of the industry. Why, the poll doesn't even show the downside economics of the video game business.

Six months and less

Besides that, the weekly average dollar amounts in the *Play Meter* "Equipment Poll" only reflect the average earnings of *responding* operators. And that average is reflective of video and pinball games that are six months old and less. And these games will naturally produce higher earnings than games that are older. It's the nature of the business.

So, for a government official to use the *Play Meter* "Equipment Poll" for the purpose of stating this is what all video games make, as some critics of the poll say government officials are wont to do, is a total misrepresentation of the facts. It should be pointed out that even *Play Meter* disclaims this use of its poll. How then can a government official make something more out of a poll than what even the pollster says is there?

There are other questions that come up from time to time regarding the "Equipment Poll," some of which are posed in the "Letters to the Editor" section of this issue. And I will attempt to answer those questions now.

Since the poll is meant only to act as a guide for operators in buying new equipment, older games like *Defender* and *Berzerk* are purposely not included. After a video or pinball game is six months old and is no longer generating above average collections, it is removed from the poll. The reason for this practice is that the continued inclusion of older games on the poll does not serve any useful function. The purpose of the "Equipment Poll" is to act as a buying guide for operators for *new* equipment. Older games have already established clearly definable track records, and operators industry-wide know the earning potential of these games.

The reason the "Equipment Poll"

BELAM

WAREHOUSE CLEARANCE

VERY SPECIAL LOW LOW PRICES • ALL BRAND NEW MACHINES

UPRIGHTS

Monte Carlo	$ 250
3-D Bowl	300
Rip Cord	350
Dead Eyue	350
Gypsy Juggler	350
Side Trak	350
Canyon Bomber	350
Triple Attack	350
StarHawk	350
Sun Dance	500
Warrior	500
Enigma II	750
Magical Spot	850
Space Zap	850
Turtles	995
Colony 7	995
Venture	995
Moon Wars	995
Pulsar	995
Strategy X	995
Spectar (Cab.)	995
Super Tank	1295
Space Fury	1295

COCKTAILS

Blasto	$ 300
Space Zap	695
Astro Invader	750
Space Firebird	850
Magical Spot	850
New York, New York	850
Uniwars	850
Space Odyssey	850
Missile Command	850
Polaris	850
Spectar	850
Stratovox	850
Targ	850
Space Fury	995
Qix	1495

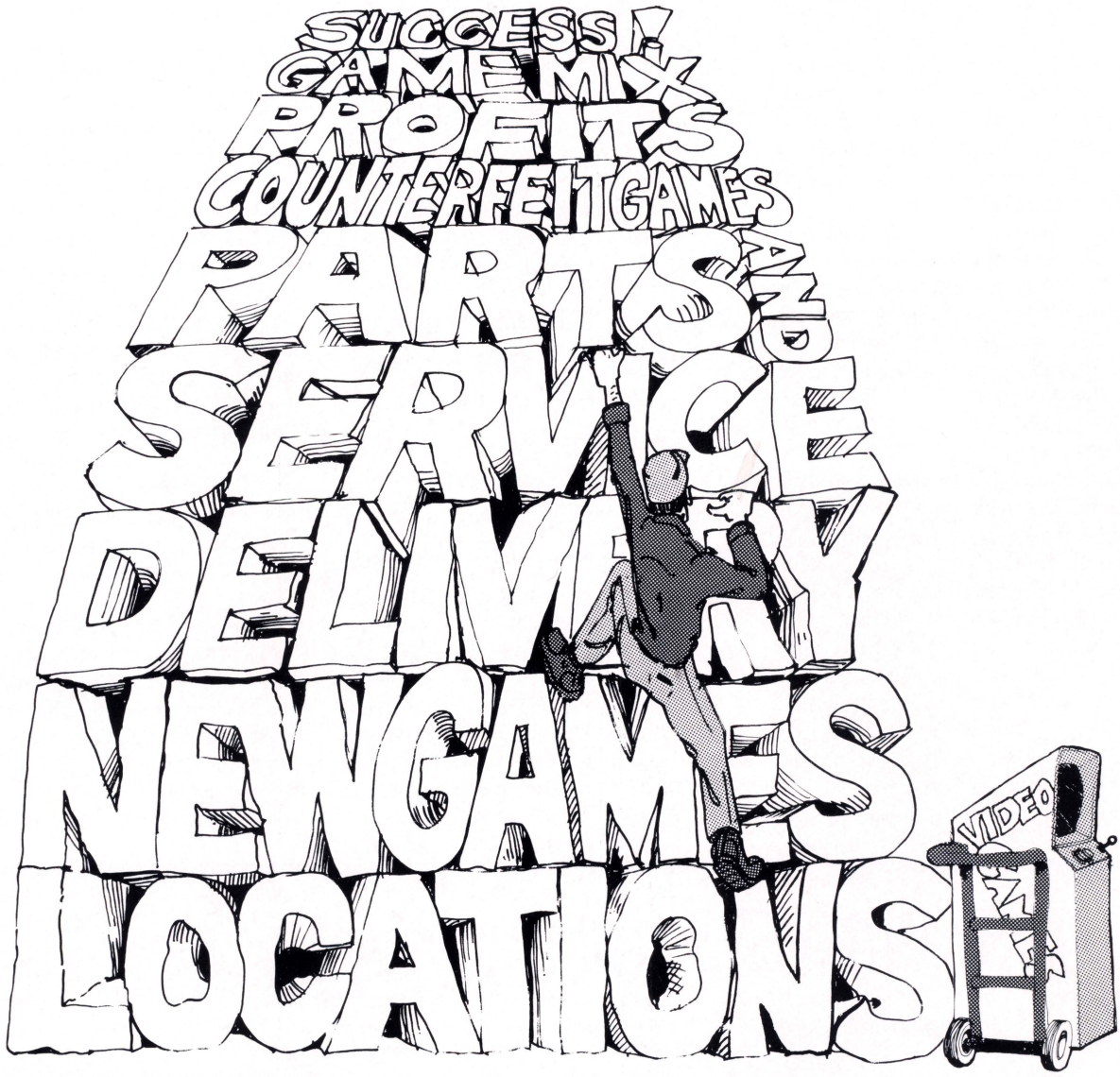
PINBALLS

Coney Island	500
Torch	500
Asteroid Annie	600
James Bond	650
Scorpion	650
Alien Poker	750
Lazer Ball	750
Time Line	750
Pink Panther	895
Mars	995
Catacomb	995
Dragonfist	995
Split Second	995
Viper	995
Lightning	995
Pharaoh	1250
Hercules	1295
Elektra	1295
Iron Maiden	1295

R. H. BELAM COMPANY, INC.
1 Delaware Drive
Lake Success, New York 11042
Tel: 516/488-5600
Toll Free: 800/645-6573

CALL OR WRITE

BELAM FLORIDA CORP.
1541 NW 165th St.
Miami, FL 33169
Tel: 305/621-1415
Toll Free: 800/432-8834 (in Florida)



It's a Long way to the TOP! and You need PROFESSIONAL HELP!

We Can Help!

Our company is a complete-service distributorship . . . meaning that we stand behind the manufacturers' warranties, we inventory wide ranges of equipment and parts, and staff efficient service departments in each of our distributorship locations. Additionally, we represent virtually all of the major manufacturers whose product innovations result in maximized profits for your stores.

Because of our purchasing ability, we inventory the equipment that you, or your contracted amusement game operator, need for your stores. We additionally sponsor periodic trade shows and service seminars for all of our customers to see the absolute latest state-of-the-art equipment.

SVS
Southwest
Vending Sales Company

DALLAS
2455 Irving Boulevard, Dallas, Texas 75207, (214) 638-7002

SAN ANTONIO
4520 Tejasco, San Antonio, Texas 78233, (512)824-9223

OKLAHOMA CITY
3401 S. Meridian, Oklahoma City, Ok. 73119, (405) 682-8612

"The professional's who build your business on quarters"©

was instituted and the reason operators turn to it regularly is not that it will tell them what they already know about games or how much they are supposed to be making on those games, but that it will tell them what they don't know, about new games for which they, the buyers, don't have a decent track record on which to base their buying decisions.

For that reason, these older games would only be superfluous to the poll, besides creating a cumbersome task for operators responding to have to report on countless old pieces of equipment that have settled down into set earning patterns.

Number varies

From time to time the question has also been asked why *Play Meter's* list of the top games varies from one issue to the next. Sometimes 17 games will be ranked. Sometimes only seven games will be ranked. Wouldn't it be more consistent and useful to the operator if *Play Meter* published a set list of the top 10, or 20, or 50 games?

The reason *Play Meter* does not do this is that it would make a bad game appear to be a good game.

For instance, here in New Orleans we have a professional football team called the Saints, the most inept franchise in the history of pro football. In 15 years, the team never produced a single winning season. Now if pro football, which presently has only 28 teams, were to rank the top 20 teams, as college football does, then even the Saints would run the chance of being one of the top teams. But such a ranking wouldn't make the Saints a top team; it would only discredit the ranking procedure.

The "Equipment Poll" is intended to be a guide in purchasing new equipment, not an assessment of the state of the industry.

The same rule applies with current video games. To include an arbitrary neat regular number of games on the poll might at one time mean to include a game that is undeserving of being ranked as a top game, and it might also mean excluding at another time a game that is deserving of being ranked as a top game.

So the *Play Meter* "Equipment Poll" ranks only those games on which it has a sufficient sampling and which are generating average weekly gross collections equal to or above the reported average. What other games should be included in the survey? Games that are earning *below* the reported average? Games for which *Play Meter* does not have adequate sampling to tell anything about their true earning potential?

Again, the *Play Meter* "Equipment Poll" is not meant to be anything more than a buying guide of sorts of what games currently available are earning above average nationally. The poll is not meant to be a top 10 or top 20 poll for video game fans.

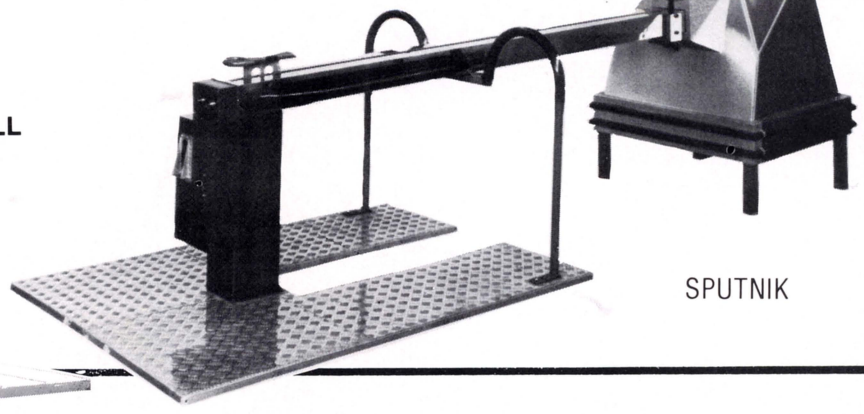
Threatened by amounts

Now we are constantly asked questions about the dollar amounts in the poll. A few say they are too low, but most say the averages we publish are too high. And they feel bothered or threatened by this. The assumption here again is that the dollar amounts

TWO WINNERS from... ZAMPERLA

Two super profit makers from the people who make the world's best coin-operated attractions

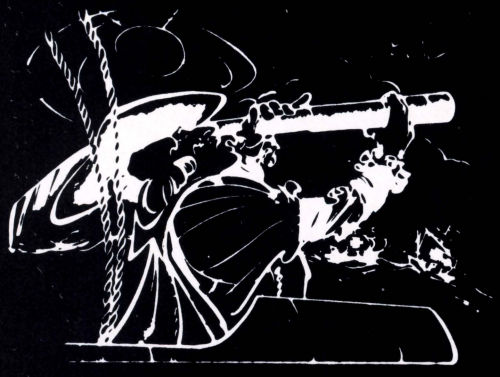
PUNCHBALL



SPUTNIK

ZAMPERLA INC.
AMUSEMENT RIDES MANUFACTURES

16 Edgeboro Rd. East Brunswick N.J.08816
ph.(201)238 6280 tlx.642286



Discover why BELAM

MEANS GOOD BUSINESS HERE AND ABROAD

WE HAVE

Great Games • Great Service • Great Parts

Now with three offices to serve you better

R. H. BELAM COMPANY, INC.

Long Island's Full Service Distributor

1 Delaware Drive, Long Island, NY 11042

516/488-5600

Telex: 221568 Cable: BELAMEX NY

BELAM FLORIDA CORP.

Florida's Best Distributor

1541 N.W. 165 St., Miami, FL 33169

305/621-1415

BELAM FLORIDA-ORLANDO

Serving Central Florida

7575 Chancellor Dr., Orlando, FL 32809

305/857-3381

will be taken out of context by government officials, and we've already stated that's not a fair use of the *Play Meter* "Equipment Poll."

The dollar amounts can only be used for gauging the relative difference in earning abilities between games. Nothing more. The poll should never be construed to mean that a certain game will generate that kind of money at a given location. It won't. And anyone who implies that the poll does that is also making the poll out to be doing something more than what it is actually doing.

What is more important than the actual dollar averages in the poll is the rise and decline of games' earnings from one poll to another. Look to see if the game is registering an increase or a decrease. Is it declining sharply? Gradually? Hardly at all? These are signals that the operator should be aware of when deciding which games to buy. Also, how is the game doing in relation to other games? If the game registered an increase for the survey period, did all games in that survey period register a similar increase?

What should be more important to operators than any game's ranking is the difference between it and other games. For instance, a game may be ranked fifth in the poll, but the difference between it and the eleventh placed game may be slight. However, at other times the gap between the fourth and fifth place games may be as great as $20. That would seem to indicate a greater difference between the fourth and fifth placed games than between the fifth and eleventh placed games.

This is why a simple ranking would not suffice for purposes of the *Play Meter* "Equipment Poll." This is also why something as vague as index points will not reflect the degree of difference between games. Only the use of dollar amounts can convey this.

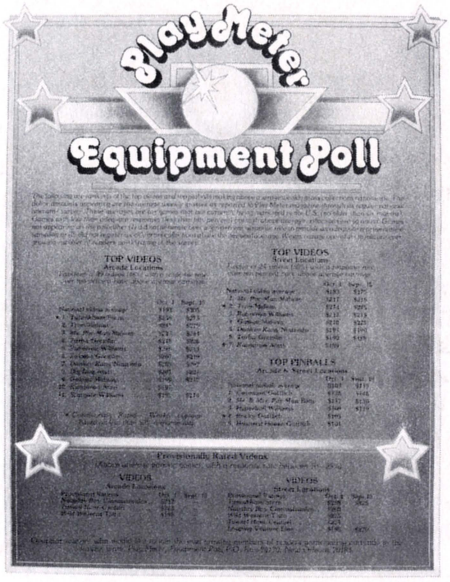
Complaining operators

It should be noted in passing, by the way, that when we have heard from operators who complained that they found the averages too high, we found invariably that they were not taking part in the survey themselves. Since the *Play Meter* "Equipment Poll" is open to all operator subscribers, it can only be stated that if they did not participate in the survey and still feel somewhat threatened by the dollar amounts published, it is only because their lack of input into the survey was not there to help weigh the polls more to their own game readings.

From time to time we hear comments, especially from game sellers when their games do not make the charts, that the poll is biased, that major advertisers hold sway over how the games are ranked in the polls.

This is simply not true. Perhaps the most obvious rebuttal is that recently in the same issue where *Play Meter* was editorializing against the practices of a manufacturer with regard to questionable copyright litigation, that manufacturer was represented on the "Equipment Poll" with the top three games.

We are also asked if the "Equipment Poll" is meant to be something of a prediction of how the games will do. This is also not true. The poll does not make predictions; it merely reports



how the games did during the previous polling period. The reason for this question about whether the poll tries to predict the games is because of the issue dates of the magazine. For purposes of determining when the survey took place, operators should keep in mind that the polling period is about six weeks prior to the date on the magazine. Therefore, this issue, dated November 15, which should be mailed October 15, includes a poll that was completed around October 1.

It should also be noted that *Play Meter* tried or considered other methods of ranking games before deciding to use dollar amounts, but those other methods proved inferior.

For instance, we found that having operators rank their top games in descending order created a poll that was unfairly biased in favor of the larger manufacturers who were capable of dumping thousands upon thousands of games on the market.

Subjective method

We also dismissed as unworkable another polling procedure that other magazines are now using to determine their equipment polls. That method asks operators to characterize the earnings of each of the surveyed games according to whether the game generated collections that were excellent, good, fair, or poor. The problem here is that this method asks for subjective opinions on the part of each responding operator, and, thus, the margin or error is magnified by the number of operators responding with subjective evaluations. After all, what may be an excellent collection for one operator may be good to another and just fair to a third.

Add to that the built-in prejudice the poll has for older games, such as *Pac-Man*. A poll just last month by another magazine that relies on this polling procedure had *Pac-Man* ranked as the Number Three game overall, while the *Play Meter* "Equipment Poll" for the same polling period revealed that the game was for the first time generating revenues below the national average.

Why the discrepancy?

We can only surmise the reason why a game like *Pac-Man* was ranked above games like *Donkey Kong*, *Robotron*, and *Tutankham* for the same polling period. Operators responding with subjective opinions are likely to take into consideration that a game like *Pac-Man* is more than a year and a half old, and any game that is still generating revenue in the range it is doing is certainly deserving of an excellent rating. Such a polling procedure also has a game like *Gorf*, for instance, averaging out above a game like *Tutankham* for the same polling period.

This is the reason *Play Meter* decided on using the dollar amounts to rank games in the first place. Since this magazine is dedicated to the profitability and long-term viability of the coin-operated entertainment industry, other sloppier methods, however well-intentioned, do not provide the operator with the information he needs.

And, for that same reason, it's nonsensical to hamper the dissemination of vital industry information on the grounds that someone might misuse the information. •

BIG...BETTER...
BETSON

BETSON BRINGS YOU THE BEST OF BOTH WORLDS!

WE EXPORT TO 36 COUNTRIES AROUND THE GLOBE!

BUY FROM THE BEST!

- VIDEO GAMES
- VENDING • MUSIC

1-STOP HOUSE

BEST SERVICE & PARTS DEPARTMENT ON EARTH!

AUTHORIZED REPRESENTATIVE OF ALL U.S. MAJOR DOMESTIC MANUFACTURERS:

AMERICAN •ARDAC •ATARI •AUTOMATIC PRODUCTS •BALLY •CENTURI •CINEMATRONICS •EXIDY •GAME PLAN •GOTTLIEB •GREMLIN •IRVING KAYE •MIDWAY • MOYER DIEBEL •NATIONAL REJECTORS •NINTENDO •ROCK-OLA •ROCK-OLA PHONOGRAPHS •SEGASA •STERN •TAITO •UNITED BILLIARDS •WILLIAMS ELECTRONICS

BETSON ENTERPRISES

"THE WORLD'S LEADING INDEPENDENT DISTRIBUTOR"

BETSON/PACIFIC
2444 West Pico Blvd., Los Angeles, CA 90006
213/388-9338 / Telex - 181-318
960 Howard St., San Francisco, CA 94103
415/543-4495 / Telex - 340-552

BETSON ENTERPRISES
6 Empire Blvd., Moonachie, NJ 07074
201/440-2200 / Telex - 134-301
1045 Rte. 109 N. Lindenhurst, Long Island, NY
516/226-0400
301 Brewster Rd., Milford, CT 06460
203/878-6966

BETSON

PUZZLES

By Bill Brohaugh

Media quiz

A while back, I prepared a coin-op media quiz. Because of all the media attention being paid to video games and coin-op games in general, gathering material for a second quiz took only about a quarter of the time it took me to gather information for the first.

Here's the coin-op media quiz.

1. a) The comic strip *Funky Winkerbean* often featured a video game that was planning to take over the earth. Which one?
   b) The video was foiled. By what?

2. A science program sponsored by *Omni* magazine discussed how the voice system of a particular pingame was created. Which game?

3. a) Name the musical artist that recorded a song as a tribute to *Space Invaders*.
   b) Name the musical group that recorded another song called "Space Invaders" (The song isn't about the video, though some sound effects from the game are used.).

4. a) An episode of the generally mindless show "Strike Force" showed a teenager tripping out on drugs (And yes, I don't like to see such negative portrayals on TV either.) at what arcade?
   b) Why was what happened at the arcade and its associated business totally unrealistic?

5. Which magazine used a parody of *Space Invaders* on its cover?

6. B.J. Hunnicutt spent an evening playing pinball at the camp bar during one episode. Which game?

7. William Saroyan, a great writer who recently died, wrote a play in 1939 that featured a character who plays a marble game throughout the performance. What is the play?

8. The comic strip *Goosemeyer* showed President Reagan involved in a video game. Which one?

9. a) In an episode of the TV show "Phoenix," the title character is depicted playing a video game. Which one?
   b) What made the game he played unrealistic?

10. An episode of "Private Benjamin" was set in a restaurant called The Pizza Place. Which pingame was set up there?

11. Somewhat related to question No. 10, what made the arcade scene in *American Graffitti* unrealistic?

12. a) What pingame adorned the set of Arnold's, the restaurant in "Happy Days"?
    b) Why was the set designer silly for putting it there?

13. The comic strip *Ziggy* showed a character from a video game leaping from the machine and chasing Ziggy around. Which video game?

14. a) Which TV show parodied *Pac-Man* by superimposing the Pac-Man over the heads of people in pictures? (For example, they showed a cab driver with a Pac-Man for a head, and called him "Hack-Man."
    b) They then showed what was supposedly a frontal view of Pac-Man. What was the frontal view?

15. a) A man trying to buy into Archie Bunker's Place in the TV show of the same name wanted to replace the pingame with a video. Which video?
    b) What was unrealistic about that episode?

JUNGLE HUNT™

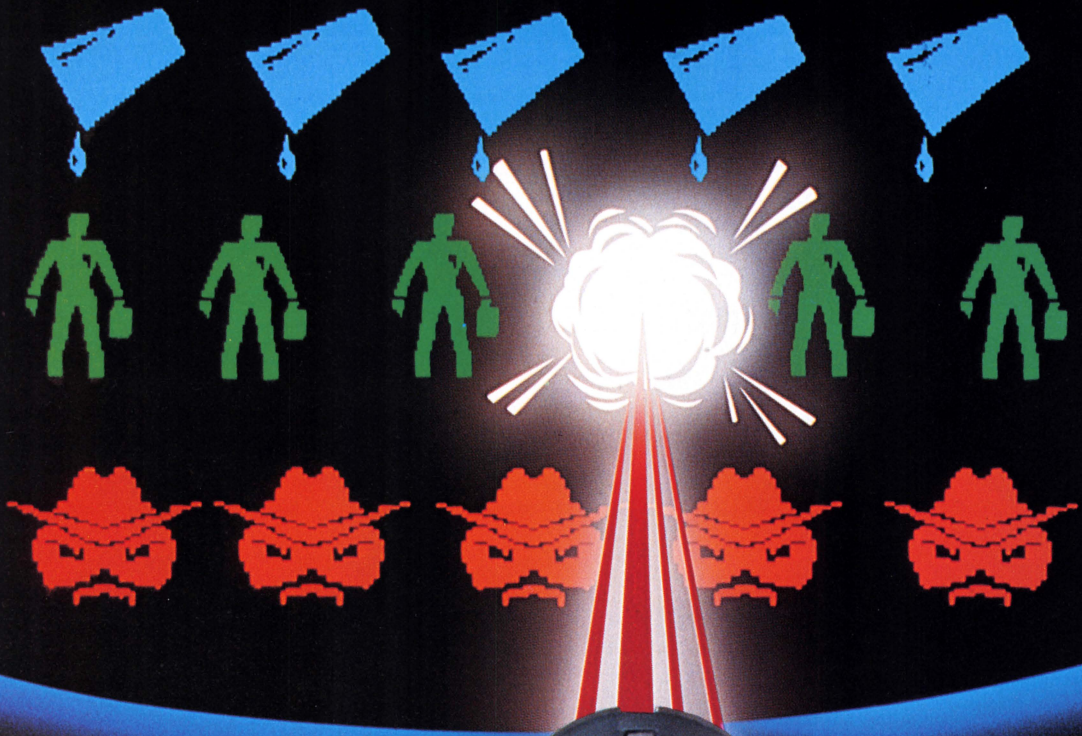
Bag yourself the biggest game!

MADE IN U.S.A.
TAITO®

TAITO AMERICA CORPORATION
1256 Estes Ave., Elk Grove Village, IL 60007
(312) 981-1000, Telex 25-3290

© 1982 TAITO AMERICA CORPORATION. ALL RIGHTS RESERVED

Keep switch repairs from invading your profits



The Game Switch™ spill resistant switch from Chicago Switch is specially designed for tough arcade environments. Beverage spills won't hurt it. Umbrella shields protect the contacts. And when spills do occur, you can rinse sticky liquids out with plain water—without affecting switch operation.

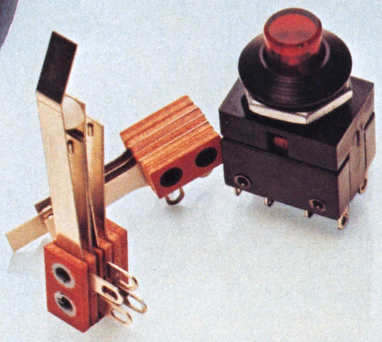
Game Switches are tamper resistant and built to take the pounding of high-traffic games. They've been rated at 2½ million cycles. So you know they'll last.

But if you should have to replace one, the Game Switch™ spill resistant switch is easy to install with combination slip-on solder terminals and standard mounting hardware supplied with the switch. Available in 6 standard colors.

The Game Switch is one of a complete line of standard and custom switches from Chicago Switch. Custom designed leaf switches help ensure dependable life-like action for games and a line of standard LED pushbutton switches gives you reliable, low-cost switching in a variety of other applications.

INTERCHANGEABLE WITH CURRENT INDUSTRY STANDARDS

Learn how you can reduce switch repair costs in your games. Contact your local Chicago Switch Distributor for complete specifications and literature.



CHICAGO SWITCH INC.

A SUBSIDIARY OF ILLINOIS TOOL WORKS INC.
1714 N. DAMEN AVENUE / CHICAGO, IL 60647 • (312) 489-5500 / TWX 910-221-5252

Operators project buying patterns for '83

By Laura Braddock

Twenty operators scattered across the nation talk about how much equipment they are going to buy in 1983. Most of them say they'll be buying less of at least one type of equipment—video games, cocktail videos, pinballs, pool tables, or phonographs.

But they also discuss reasons why they'll be cutting back—saturation, overproduction, and less profits. Read how your fellow operators are handling today and tomorrow's marketplace.

* * * * *

I am telling you right now I am not impressed with what I have seen this year. I have been in the business eight or nine years, but I tell you, it's a scary thing. I just don't know what we are going to do except we know we're cutting back on a variety of equipment that we buy and are being very careful that we only buy the top five or so games.

I think the video business is in for one hell of a hard sled until the next year when they can come out with something new. The strong manufacturers will be around, and the weak ones won't. What we found, I guess everybody did around July 1 of this year, my God, everything should of just dropped right out. I don't understand that. But luckily, games are only about 10 percent of our business. I am a canteen distributor for the state of Maine.

Quite often you grade machines one to 10, right? In the past, we have always been willing to buy new games that might rate six and seven. But the way the industry is turned around, in my opinion, we are only going to be buying eight and nines. We are going to have a lot fewer types of machines variety-wise. These things are so darned expensive, and the cost and the commission rate is so damned high. For one thing, these things don't last long enough to cover advertised costs. That is a real problem.

But again, it's got down now this past year that all you care about buying is five machines. And they used to make a hundred. Well from now on, this little outfit of ours, we're going to be buying that top five maybe and nothing else.

Those pins aren't going, you know. It's very difficult to justify paying $2,000 for a pinball and getting your money back. I don't think you can. I don't know how they tack a lot of them unless you cut commission. And of course, the industry has never done that. You are either going to have to cut commission or cut the accounts part of the gross amount of money somehow. Or else you just are not going to be able to buy new pins.

I am going to buy some pool tables. But the thing with pool tables is that they last so damn long. Once you get a bunch of them, you don't buy another one unless you have one that's beaten up or you get a new account. I can't see pool growing much as far as new accounts are concerned. Replacement is all you can really be concerned with. That is a really slow process.

Phonographs are an upgrading item. I think there is very little out. You get the same problem with the cost of equipment. It is very difficult to justify them anymore.

Let's face it. The problem is the cost of equipment. And the fact that it doesn't hold the attention of people for long enough to cover your advertised costs of equipment. It's a real problem, and I don't know what the hell is going to happen.

Lloyd E. Willey
Canteen Service Co.
Bangor, Maine

There will be no changes in the way I purchase equipment. We generally try to wait until the machines have been out a little bit so I can understand some collection history on them—the games that look like they are going to be the strongest. I use the charts that show up in several of the magazines as a guide. I generally won't buy a game that's out of the top five or six.

I buy no pins.

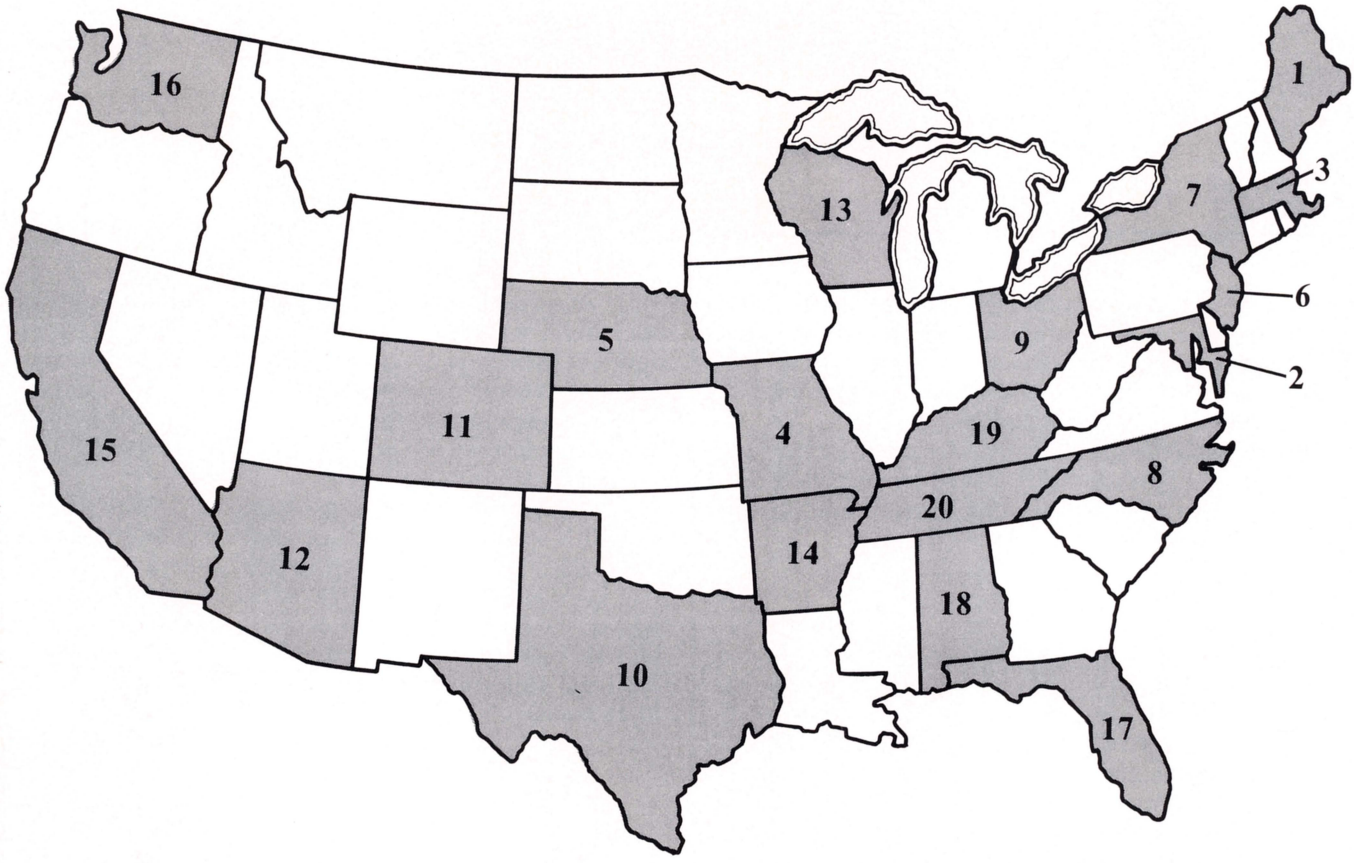
I buy pool tables off and on. I don't have any in operation right now. I am going to buy some next year if certain locations come through for me that I'm working on. I can't really say. I may, but then again I may not. It's not an end of the business that I'm tickled with. I get into it from time to time simply because I want the games at a certain location, and the operator or the owner there wants the tables.

I phased all the jukeboxes out. I cooperate with another vendor that has boxes. That's another part of the business I'm not crazy about.

Rod Reed
Romar Inc.
Baltimore, Maryland

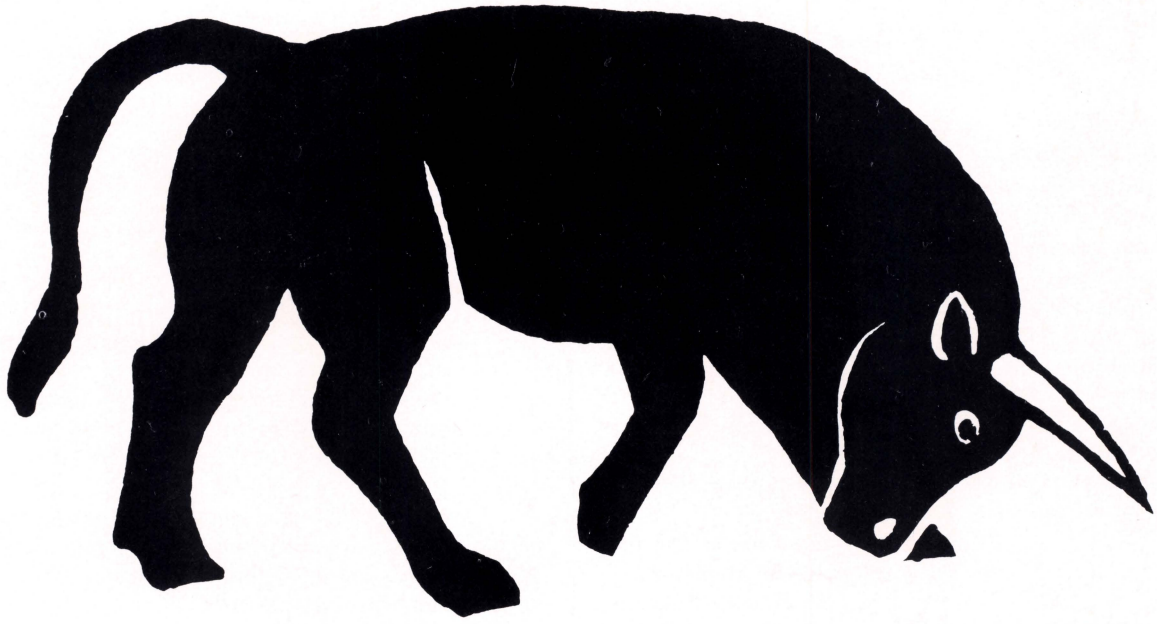
I haven't given much thought to it, to be honest with you. We usually buy whatever is in demand. If we're allowed to, if the demand doesn't require (more equipment), we'll probably cut back on some of our purchases I would think.

Are there going to be any changes in your coin-op purchases in 1983?



1. Lloyd E. Willey
   Canteen Service Co.
   Bangor, Maine
2. Rod Reed
   Romar Inc.
   Baltimore, Maryland
3. Ted Grant
   Becker Amusement Co.
   Indian Orchard, Massachusetts
4. Charles Lampe
   Laclede Distributing
   St. Louis, Missouri
5. Kenneth Seffron
   Kenny's Music Service
   Omaha, Nebraska
6. Allan Waldor
   ABC Distributing Co.
   Hillside, New Jersey
7. Charles Bernoff
   Regal Music Co.
   New York, New York
8. Neil Crenshaw
   Raleigh Music Co.
   Raleigh, North Carolina
9. William R. Abbott
   Acme-Miami Vending Service
   Dayton, Ohio
10. Bernie Williams
    Commercial Music Co.
    Dallas, Texas
11. Jack Hackett
    Apollo-Stereo Music Co. Inc.
    Denver, Colorado
12. James Hall
    Action Vending
    Tuscon, Arizona
13. Arthur Bartz
    Bartz Music & Games
    Mount Horeb, Wisconsin
14. Theron Medford
    Arkansas Vending & Sound Inc.
    Fort Smith, Arkansas
15. Jerry DeWilde
    Bakersfield Music & Cigarette Co.
    Bakersfield, California
16. Richard Poston
    Arrow Amusement
    Spokane, Washington
17. Fred Pell
    Frank Pell Amusement Enterprises
    Orlando, Florida
18. Charles Miller
    Good Times Amusement
    Northside Mall
    Dothan, Alabama
19. Thomas Mercer
    Mercer Vending Company
    Louisville, Kentucky
20. Buddy Morrison
    Coin Machine Distributors
    Kingsport, Tennessee

We have one thing to say.



"We're bullish on the industry."

CLEVELAND COIN INTERNATIONAL

Experts with your investment in the coin machine industry

Call us for our complete selection of new and used equipment at competitive prices.

Send for our list of closeout specials in the "Cleveland Coin Journal" Top Ten.

17000 South Waterloo Rd.
Cleveland, Ohio 44110
216/692-0960

7029 Huntley Rd.
Columbus, Ohio 43229
614/846-8590

848 - G Nandino Blvd.
Melbourne Industrial Park
Lexington, Kentucky 40511

Outside Ohio toll-free 1-800-321-2778, 1-800-321-2779
In Ohio toll-free 1-800-362-1296

"We welcome overseas inquiries"
Telex: 241554

I think we'll probably cut back on pins. I imagine it would be one-third.

Pool tables are going to remain pretty much the same.

We bought a minimal amount of jukeboxes in '82 and '81. So the music business isn't what it should be.

Ted Grant
Becker Amusement Co.
Indian Orchard, Massachusetts

I'm hoping to buy more videos because that seems to be all that's getting the play.

The pinball machines are pretty dead. I doubt I buy any pins. I may buy one or two for a certain location.

I am not going to buy anymore cocktail videos. I'll tell you what happens. People sit down, and they get to playing them. They get tired of playing them, and they keep sitting and don't get up. Then they're (cocktails) dead for the rest of the night. People are reluctant to ask them to get up and move.

I have pool tables. I probably will be buying more next year. Pool tables are good.

I have jukeboxes on hand. I won't be buying any new ones next year I am sure.

Charles Lampe
Laclede Distributing
St. Louis, Missouri

I am looking at the games that are interchangeable. I'll buy about the same number of videos, but I'm going to make sure they are convertible.

Cocktail tables are about all I run.

I haven't bought a new pin in two years. People don't want pins anymore. They want strictly videos.

I doubt I buy more pool tables in '83. I have two of them right now.

I'll buy more jukeboxes because they are pretty profitable for me.

Kenneth Seffron
Kenny's Music Service
Omaha, Nebraska

I'm going to buy less videos. I can't support the purchases.

I won't buy anymore pins in '83. I think they are still good, but the customers don't want them.

I haven't bought a pool table in three years—the same for jukeboxes.

Allan Waldor
ABC Distributing Co.
Hillside, New Jersey

We have to buy more videos—whatever new ones come out. They'll be obsolete by the time '83 comes around. We are all looking forward to see how the video games will come out—similar to *Pac-Man* and *Ms. Pac-Man* because they are busting our backs with that.

We have cocktail tables. It's according to what comes out as to what we buy. Right now, they're becoming obsolete too unless we transfer them over.

Pinballs are obsolete. There are only a few places that like pinballs.

Pool tables are a steady thing. It's according to how they break down. If we have to replace them, we'll buy to replace them.

We'll do the same thing with jukeboxes. As the demand becomes more for the later type which is coming out, whether it be a Stern or a Rock-Ola, we'll have to provide for it.

Charles Bernoff
Regal Music Co.
New York, New York

I am going to buy a little slower in my video games. The demand is still high, but the income is dropping fast.

I am going to try to be a little more selective in what I buy in cocktail videos also.

It's going to have to be an awful good pinball game before I buy it.

I'll buy pool tables if I need to—the same for jukeboxes.

Neil Crenshaw
Raleigh Music Co.
Raleigh, North Carolina

The only thing I can tell you is probably less videos. The economy and business aren't as good as they used to be. I don't think there will be the demand for them and cocktail videos that there has been.

I imagine we'll buy more pinballs than we did this year because people are starting to ask for pinballs right now. We only had a couple of good pinballs in the last year and a half. We're getting requests for pinballs right now.

I don't think pool tables will change much. We probably put out five or six a year.

William R. Abbott
Acme-Miami Vending Service
Dayton, Ohio

I think we're going to do the same thing as you're hearing from every other operator in the country. I don't see how you can buy, say, as much because it's a replacement market. I intend to replace as necessary, and that's determined by the quality of good games coming out. I think most supermarkets and chain stores have games in them by now. I'd like to see a bunch of chains opening up, but I don't know where they are going to come from. I think that's what made us buy so much in the past.

I am definitely going to keep the top games on our route. That's just what I am going to buy—top games. Some of these major manufacturers—anybody can make a dog. Atari makes one every once in a while and so does Midway. But normally they don't. If top games come out once a month, that's what we're going to buy.

I guess you're talking to me as an operator right now because I am with City Vending Co., but I'm also with Commercial Music Co. which is a distributor. This market here, and the Houston market, we have always done pretty good on cocktail videos. In talking with some of my distributor buddies over the country, I think maybe they don't enjoy so much cocktail business as we do.

Maybe a lot of the stores demand them. There are a lot of inns and things like that through this area. That's all they let you put in mostly is a cocktail video. We have a lot of business in this area that wants cocktails. They're kind of hypocritical, I guess. They want the money, but they think the image is bad. In other words, they think the cocktail tables are OK but those upright video games are bad. It's kind of like somebody who says, "I'll take a video game, but don't give me any pinballs." I think we have a lot of that. Hell, this is the Bible Belt over here and maybe that's it. An upright will outrun a cocktail.

What was that? A pinball? I can't remember that far

Hey You!

DON'T PUNCH THAT DOGGIE

CONVERT !

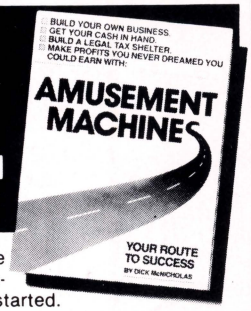
★ for more information ★

(800)-528-1442

Venture Line, Inc.
3731 East La Salle
Phoenix, Arizona 85040

WE'VE GOT IT!
The King of the Jungle!
Taito's Jungle King
THE NEWEST SMASH HIT IS IN STOCK!
Call us today for immediate delivery
BIRMINGHAM VENDING COMPANY
540 2nd Ave. North
Birmingham, AL 35204
205/324-7526

The Best Book in the Business to Help Keep You in Business



You're not alone if you think you have loads of questions about how to successfully operate a route. I had plenty when I started.

I now operate a successful route and I want to show how you can benefit from my experience. With my book, *Amusement Machines Your Route to Success,* you'll learn, step-by-step the requirements and practices of building a successful route.

You'll learn things like simple accounting procedures, rotation plans, financing, basic machine maintenance, and much, much more. I've learned some of these the hard way so you won't have to.

I won't kid you either, you'll have to work. But you'll be in a position to make your route successful, sooner! Take the time to learn the right things first with my book.

For much less than the cost of a sales call, you can get a copy of the best book in the business to help keep you in the business.

Share your knowledge with me. Send me a copy of *Amusement Machines: Your Route to Success.* I've enclosed $19.95 plus $2.50 postage & handling. **For fastest delivery,** order C.O.D. or enclose money order.

Name: _____

Address: _____

City: _____

State: _____ Zip: _____

☐ Visa ☐ MasterCard ☐ Check

Number: _____ Exp. Date: _____

Send to: **Publishers' Press Co.,** 1935 S.E. 59th, Portland, Oregon 97215

back! It's terrible. I sure hate to see it. But, you know, we've just got a very few on the route, and as far as my distributorship, I talked to other guys too, I have to give Stern and Williams credit for halting production, and I certainly wish Bally would. It's not fair to say that against Bally too much because some of their pinballs that come out are good pinballs, as far as a pinball goes. But I can't even sell the samples for my cost. I think a lot of distributors are that way.

I have got brand new pinballs in here that boy, I guarantee you, I'll do a double-back flip through a hoop if I could get $1,000 for it. You just can't sell the things so I certainly won't buy anymore samples. I know that. I wish they wouldn't send me those.

You still just keep on truckin' with pool tables. Here again, I talk to you as a distributor, but I hear operators from around here talking, and I know in my route business we're out trying to increase our bar business. In other words, the jukebox, two pool tables type joints. Everything else has its ups and downs, but those beer joints, the jukebox, two pool tables, they were here yesterday and hopefully they will be here tomorrow.

The rest of this stuff has its highs and lows. You have to take advantage of the highs and minimize the lows. Some of these new guys that are in the business around here that were solely video game operators, these Johnny-come-latelies, well some of the smart ones, by God, they're starting to go out and get some bars. They like the business, and they see they are going to have to shore up their video game business if they are going to stay in it.

Bernie Williams
Commercial Music Co.
Dallas, Texas

It looks very cautious to what I buy. I buy the top games. They are the best.

My cocktails do better than my uprights. I don't know why. I don't have many arcades. I place most of my cocktail videos in lounges.

Yes, I will probably buy more pinballs. Pinballs do fairly well out here. Pinballs are starting to come back. My video business is dying, but pinballs are coming back.

My phonographs are doing very well. I'll buy about the same number next year.

Jack Hackett
Apollo-Stereo Music Co. Inc.
Denver, Colorado

Oh boy. I'll probably buy less videos and buy very, very cautiously because of saturation and the recession. I tend to throw cocktail videos in the same category with videos. The only difference between the cocktails and everything else is the cocktail seems to be harder to keep running. But otherwise, they haven't shown any real difference for me.

Yes, I think I will buy pins. We have bought two or three in the past year. I can see buying that many at least in the next year. Believe it or not, we have had some good results. We have some locations that are adult oriented that the adults are now getting burned out on the video games and have gone back to the pinball—especially the games that are traditional. Not three levels, six playfields, and 400 backglasses, they play a regular old pinball with two flippers so on and so forth.

We are running a test game for Williams right now, so we have to know what it takes in every week. That's

making $225 a week average. I don't have many videos that do that. It's sitting in a room with four top videos. *Pac-Man* is one of them.

I would say pool tables will be about the same or a little better.

I think phonographs are on a decreasing scale. With the licensing, it's going to make me take a long hard look at them.

James Hall
Action Vending
Tuscon, Arizona

The way it looks, we'll all go out of business. They keep raising the prices. The prices are killing us. There is no way you can buy five of the top games until Bally gets its places filled up.

I haven't bought any pinballs for the last year or so, and I won't buy any next year. They don't do anything anymore.

Pool tables are standard. We'll replace any pool table that needs to be replaced.

Nobody asks for phonographs anymore. The spots are very happy if they are five years old. They all want videos.

Arthur Bartz
Bartz Music & Games
Mount Horeb, Wisconsin

It's a problem. We are going to take a long hard look at videos. You have got to buy a winner. I can't stand any more duds. I would probably say we'll be buying less videos because I think it's just that time. It's boiled down to the major companies, and what I'm hoping is they won't put one out every week. Give us a chance to run what we have.

I have very few cocktail videos in the bars. I would say I'll be buying less.

We've done fairly well with *Caveman*, and they remade *8 Ball Deluxe*. If they make some pinballs that will operate, yes, we'll buy some pinballs. But there's not anything on the market. Everything they've made malfunctions. You can't keep them running. They've made some of the awfullest things I've ever seen.

I believe pool tables will get stronger. We haven't neglected our pool business all through this video craze. We'll be updating our pool tables because that is the backbone of the business it looks like right now.

We have a few jukeboxes. It looks bad for next year. It's been looking bad. The tax that they have on jukeboxes and the earning capacity of the jukebox is kind of saturated. I don't see any upswing for the jukebox business.

Theron Medford
Arkansas Vending & Sound Inc.
Fort Smith, Arkansas

I'm going to decrease the amount of videos I buy in '83. I believe the saturation point has arrived, and totaling up the outlay for the income, I believe that I would tend to decrease and stay with some of the bread and butter money that I have been using for years. When I say bread and butter, I mean pool tables and cigarette machines.

I'll order more pool tables if more new businesses open as the need arises.

Phonographs are holding fairly even. I'll possibly buy a few less each year.

Flipper pinballs is an item that is very slow. It would

WE ARE NOT GIVING MONEY AWAY BUT . . .

- Our terms are flexible.
- We specialize in the vending industry.
- The merits of any transaction will be evaluated by a principal.

If you are selling equipment and payments from operators are slow, our facilities are available to you.

FOR DISTRIBUTORS AND MANUFACTURERS

(a) Industrial Time Sales
(b) Equipment Financing or Leasing
(c) Notes Discounted

Any deal that is good business for you and good business for us, interest us.

For direct, non-complicated answers, call PHILIP G. KASS

CPC SERVICES, INC.

200 East 42nd Street
New York, N.Y. 10017
(212) 922-1919

OF PUERTO RICO INC.

The Caribbean's largest distributor of

VIDEO GAMES

Arcade Designers, Full Line Service
Los Jardines Shopping Center, Road 20, Km. 3.4,
Guaynabo, P.R. 00657

WILLIAMS • TAITO • ATARI • CENTURI • STERN • ARDAC

WE'VE GOT THE TRAINING YOU'RE LOOKING FOR!

Video Games?
YES!

Micro Processor?
YES!

T.V. Monitors?
YES!

You'll receive "hands-on" training on Video Games, Electronic Pinball Machines, Juke Boxes, T.V. Monitors & Micro-Processors.

- We're Approved For The Training of Veterans
- Tuition Financing Plans Available
- Day and Evening Classes Starting Now
- Government Loans & Grants For Qualified Students
- Will Provide Placement Assistance Upon Graduation

For complete information call or write today!

NEVADA GAMING SCHOOLS, INC.
3100 Sirius Ave., Suite PM, Las Vegas, Nev. 89102
(702) 873-2345

"Helping People Say Yes To Success Since 1972"

depend on the market.

Jerry DeWilde
Bakersfield Music & Cigarette Co.
Bakersfield, California

I'm going to buy less videos in '83. The cost of the machines and the income on the machines isn't as high as it used to be. I think the video craze has reached its peak. There is saturation in our area. They just overdid. I think it's going to be something unless manufacturers come up with some super colossal game. This stuff that's been coming out is repeats with just a little different programs.

I don't see any improvement in the cocktail videos either. I'm cutting back on everything.

Flipper games kind of took a backseat. The operator just can't run a pinball, set it against the wall, and leave it. He has to adjust it so that the ball is rolling right in the playfield, and so the free play is at the right percentage. The flipper games do well if you take a little more care with them. I think pool tables will stay the same. I probably won't even buy a pool table because the income on the whole route has gone down. I only operate a dozen or more.

I have to laugh about phonographs because I'm not too excited about the licensing. They're trying to squeeze everything they can out of you. I like jukeboxes and like to operate them. They're making nice jukeboxes now. I'm going to try to hold on to my music route. As far as buying, I probably won't buy any less, but I won't buy anymore. I upgrade my jukeboxes on a regular basis.

Richard Poston
Arrow Amusement
Spokane, Washington

I'm not very heavy into video games. We're basically a pool table and jukebox operation. I would say I am not buying or getting any heavier into video games in '83 basically because of the price of them, and they don't last long.

Flipper pins are really not doing very well right now. They're a filler type thing. They're not really a profitable item. I am just going to let things ride out their course. We'll possibly buy more pinballs. It depends on the demand.

We have got a lot of pool tables now. You lose accounts and you pick up new accounts and swap them around, but we buy a lot of pool tables. As far as buying any additional ones, I don't anticipate it. I would get more enthusiastic over a pool table account than I would a video account primarily because you don't talk about the big dollars to set up a pool table.

It's getting tougher to make a profit with a jukebox. I think that the operators are going to have to make some drastic changes in the operating procedure of jukeboxes. In this area, all the occupational licenses from last year have just about doubled, and plus the copyright at $25 is going to keep increasing. So I think you are going to see in the future the jukebox as a thing of the past, like seeing a jukebox in every small little diner and restaurant. More jukeboxes are going to be put out on minimums where they have to take in X amount of dollars before a commission is payed. With all the added expenses, records, people, and so forth, every year it costs more to operate a jukebox.

Fred Pell
Frank Pell Amusement Enterprises
Orlando, Florida

THE AGONY OF THE CAPTURE.

THE SUSPENSE OF THE CHASE.

THE THRILL OF THE RESCUE.

WITH DONKEY KONG JUNIOR™

Nintendo™

CAN THE SON of DONKEY KONG SAVE HIS PAPA FROM LITTLE MARIO'S IMPENETRABLE PRISON?
DONKEY KONG JUNIOR™

FATE HAS TURNED THE TABLES ON THE INIMITABLE DONKEY KONG.

After Mario saved the Beautiful Girl from the lustful clutches of Donkey Kong, he led the brokenhearted ape into captivity, locking him behind steel bars, never again to strut his stuff before the fair maidens of the world.

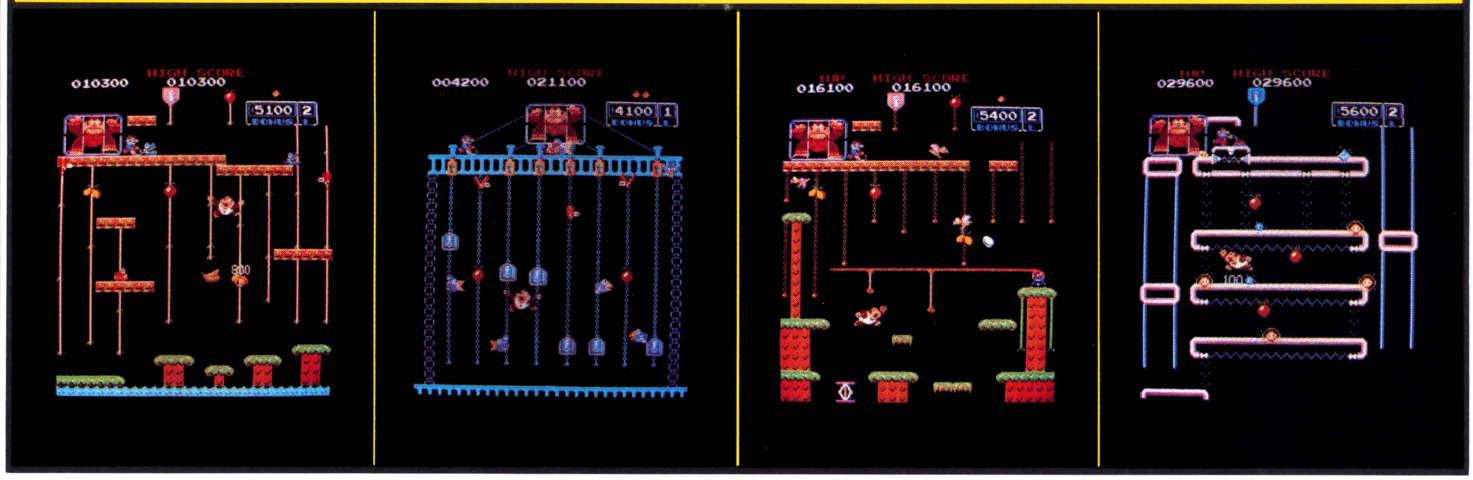
As the frustration of confinement enrages Donkey Kong, Mario complacently stands guard over the cell, holding the sought after key to freedom.

But wait! Unbeknownst to Little Mario, Donkey Kong has produced an offspring– Donkey Kong Junior! A death-defying little monkey, shrewd and cunning, who resists all enemies to rescue Papa Donkey Kong.

As Mario's brigade of snapping jaws, ape-eating birds and energy pods launch their offensive, Junior bombards them with a fusillade of Fruit Bombs that aim to annihilate his every foe.

Mario, beware of Donkey Kong Junior. He's crafty. He's fearless. He jumps in four different directions. Watch how Junior strategically maneuvers his way to the top at high speeds. How he wrests the key away from Mario. The key that gives Papa the freedom to once again beat his chest and chase girls! With Donkey Kong Junior not far behind.

Donkey Kong Junior offers the most exciting sound effects, visual imagery and challenging playboards.



IF YOU LOVED THE ORIGINAL DONKEY KONG, YOU'LL GO POSITIVELY APE OVER

THE NEW

DONKEY KONG JUNIOR™

from Nintendo™

NINTENDO'S DISTRIBUTORS

ALABAMA
Franco Distributing Co., Inc.
Montgomery (205) 834-3455

ARKANSAS
Jack's Amusement Co., Inc.
El Dorado (501) 863-5600

ARIZONA
Mountain Coin Machine Dist.
Phoenix (602) 269-7596

Rowe International, Inc.
Phoenix (602) 279-2314 or 2315

CALIFORNIA
Betson Pacific Dist., Co.
Los Angeles (213) 388-9338

Betson Pacific Dist., Co.
San Francisco (415) 543-4495

Bally Advance, Inc.
So. San Francisco (415) 871-4280

Circle International
San Diego (714) 278-3575

Rowe International, Inc.
San Francisco (415) 285-0300

COLORADO
Continental Divide Dist., Inc.
Denver (303) 778-7778

Mountain Coin Machine Dist.
Denver (303) 620-9350

Rowe International, Inc.
Denver (303) 534-6308

FLORIDA
Belam Florida Corp.
Miami (305) 621-1415

Monroe Distributing, Inc.
Orlando (305) 857-1181

Monroe Distributing, Inc.
Hialeah Lakes (305) 625-6666

Rowe International, Inc.
Hollywood (305) 920-1411

Rowe International, Inc.
Jacksonville (904) 733-6250

Rowe International, Inc.
Tampa (813) 885-4263

GEORGIA
Greater Southern Dist. Co.
Atlanta (404) 352-3040

Peach State Dist. Co.
Atlanta (404) 622-4401 1-800-241-1346

ILLINOIS
Atlas Music Co.
Chicago (312) 276-5005

Bally Midwest, Inc.
Chicago (312) 871-7600

INDIANA
Bally Midwest, Inc.
Indianapolis (317) 352-0466

Modern Vending Sales Co., Inc.
Indianapolis (317) 542-9207

IOWA
Philip Moss & Co.
Des Moines (515) 266-5222

KENTUCKY
Kentucky Coin Mach. Dist. Inc.
Louisville (502) 966-5266

LOUISIANA
New Orleans Novelty Co.
Metairie (504) 888-3500

Rowe International, Inc.
Kenner (504) 469-0050

MARYLAND
General Vending Sales Corp.
Baltimore (301) 837-4119

MASSACHUSETTS
Bally Northeast Dist., Inc.
Norwood (617) 762-9300

Rowe International, Inc.
Dedham (617) 329-3300

MICHIGAN
Bally Midwest, Inc.
Livonia (313) 525-8700

Bally Midwest, Inc.
Wyoming (616) 243-3644

MINNESOTA
Lieberman Music Co.
Bloomington (612) 887-5300

MISSOURI
Audio Visual Amusements Inc.
St. Louis (314) 421-5100

Bally Midwest Inc.
St. Louis (314) 991-1505

Philip Moss & Co.
Kansas City (816) 421-4570

Rowe International, Inc.
Kansas City (816) 531-5715

NEBRASKA
Central Distributing
Omaha (402) 553-5300

Philip Moss & Co.
Omaha (402) 331-2333

NEW JERSEY
Betson Enterprises
Moonachie (201) 440-2200

Mondial International Corp.
Springfield (201) 467-9700

NEW MEXICO
Mountain Coin Mach. Dist.
Albuquerque (505) 345-7706

NEW YORK
Amusement Distributors, Inc.
Woodside (212) 458-1100

Bally Northeast Dist., Inc.
Syracuse (315) 463-6251

Bally Northeast Dist., Inc.
Cheektowaga (716) 668-1991

Belam Distributing
Lake Success (516) 488-5600

Coin Machine Dist., Inc.
Elmsford (914) 347-3777

Rowe International, Inc.
Syracuse (315) 437-8371

Rowe International, Inc.
Albany (518) 489-8501

Betson Enterprises
North Lindenhurst (516) 226-0400

NORTH CAROLINA
Brady Distributing
Charlotte (704) 525-8130

OHIO
Cleveland Coin International
Cleveland (216) 692-0960

Cleveland Coin International
Columbus (614) 846-8590

Monroe Distributing, Inc.
Fairfield (513) 896-6699 (800) 543-1100

Monroe Distributing, Inc.
Cleveland (216) 781-4600

OKLAHOMA
Southwest Vending Sales Co.
Oklahoma City (405) 232-0253

OREGON
Dunis Distributing Co.
Portland (503) 234-5491

PENNSYLVANIA
Active Amusement Mach. Co.
Philadelphia (215) 684-1600

Atlas Music & Novelty Co.
Pittsburgh (412) 471-1704

Banner Specialty Co.
Pittsburgh (412) 782-0800

SOUTH CAROLINA
Palmetto State Dist. Co.
Charleston Heights (803) 747-0726

Rowe International, Inc.
West Columbia (803) 796-0925

TENNESSEE
Games Sales Company, Inc.
Memphis (901) 525-8351

Rowe International, Inc.
Memphis (901) 345-7811

Rowe International, Inc.
Nashville (615) 244-6646

TEXAS
O'Connor Distributing Co., Inc.
Dallas (214) 631-0150

Premier Distributing Co., Inc.
Houston (713) 868-4145

Southwest Vending Sales Co.
San Antonio (512) 824-9223

Southwest Vending Sales Co.
Dallas (214) 638-7002

UTAH
Mountain Coin Machine Dist.
Salt Lake City (801) 262-5494

VIRGINIA
General Vending Sales Corp.
Richmond (804) 262-4263

WASHINGTON
Music-Vend Dist. Co.
Seattle (206) 682-5700

Music-Vend Dist. Co.
Spokane (509) 535-5757

WISCONSIN
Bally Midwest, Inc.
Greenbay (414) 468-5200

London Distributing Corp.
Milwaukee (414) 344-3220

Pioneer Sales & Service Inc.
Menomonee Falls (414) 781-1420

Nintendo™

Nintendo of America Inc.
18340 Southcenter Parkway, Seattle, Washington 98188
Tel. (206) 575-8191

© 1982 Nintendo of America Inc.

Printed in U.S.A.

What else is there (besides videos)? That's all I know. I really don't know what we're going to do. Judging from all the games that we have and the games being offered, we're like everybody else. We'll buy the hot ones. But I doubt we're going to buy any in second place. The same goes for cocktail videos.

I doubt I'll buy another pin. I have no use for them. For the trouble they cause, they're not worth it. I don't expect we'll have any new pinball locations. We're just trying to stay afloat really.

Things for us have leveled off since May. We had never seen that before. I think the industry is obviously saturated. No thinking, I know it is. I am in a mall and on the beach which is supposed to be the number 1 and number 2 best locations. We're being saturated in both places. Matter of fact, people in drugstores in the mall are putting games in. Saturation is finally taking its toll.

I'm not in the phonograph business.

Charles Miller
Good Times Amusement
Northside Mall
Dothan, Alabama

I'll be buying less videos. There is an over-saturation in the market, and that's being heard everywhere, I am sure. We're in vending as well, as we feel that is going to be profitable in '83. So we're putting our dollars there.

I think pool tables will be basically the same. Although I think there is a general turnoff to the amusement industry generally. It's widespread. But they are more stable obviously than the video games.

We have never been big in phonographs. I would assume they'll stay about the same.

I believe we'll continue to phase pinballs out. I would say they are not profitable, not with the cost and return.

Thomas Mercer
Mercer Vending Co.
Louisville, Kentucky

Unless they come out with something awfully, awfully good, our buying pattern is going to decrease.

I think we'll buy less cocktail videos because they really have not been that successful in our area. We do not have a lot of taverns and lounges so we're an area that doesn't have that location that's suitable for a cocktail table.

I see a decrease in flipper pins unless something comes out to really perk up the industry. We have noticed in our area that girls from 18 to 24 are beginning to play pinball. We don't really know how strong that market is.

I would say we have not had a great demand for pool tables in three years.

I believe phonographs are going to be obsolete in the next four to five years. Taxes play a big, big part but so do the fast food chains. I have been in this business about 26 years. The first thing a restaurant did was make provisions for a jukebox. But now the fast food chains are coming on, and they don't have jukeboxes. They have background music if they have any music at all. I think the bars and taverns are going to go to a background type music.

Buddy Morrison
Coin Machine Distributors
Kingsport, Tennessee

Operators speak out!

Now that you have read our assessment of the state of the industry, read what operators say about topics ranging from public relations, to game modifications, to overproduction.

This information comes from *Play Meter's* Annual Subscribers' Poll. The question read: "If you could address all the manufacturers and distributors in this industry, what would you want to tell them?"

The following replies are grouped by general subject categories.

Game modifications

"When I buy a machine, it's mine. Don't tell me I can't change it because they want it to go obsolete."

* * * * *

"I have never bought a copy. I supported manufacturers' copyrights. No more. The factories have gone too far. I will be using any game modification that improves the cashbox take, authorized or not. I will convert games with or without authorized kits. The factories can either supply these needed modifications and convert kits, or I will get them underground and we will make them ourselves. This is not greed; this is *SURVIVAL*. You warned me, and now I have warned you. See you in court!"

Interchangeable equipment

"Make fewer and better earning games and have them interchangeable between good games—not one junk game being converted to another. Stop worrying about infringements on coin-op games. It hurts us a lot more when *Frogger*, *Donkey Kong*, and other top games can be played at home with graphics almost as good."

* * * * *

"We need changeable boards so we can operate cheaper and not have to move games between locations so often."

* * * * *

"Major manufacturers need to develop a good interchangeable game system."

* * * * *

"Depreciation is killing the industry. A full line of game boards should be available from the manufacturers to update old games. If the manufacturers won't do it, somebody else will and I'm going to buy from them."

Overproduction

"Quit making games so fast. We can't keep up. You have to buy new games all the time; you can't win."

* * * * *

"Limit the number of new games introduced, and test market them extensively before release."

* * * * *

"Let's have more consistent national arrival dates on new games."

* * * * *

"Slow down! Instead of making us buy completely new games, let us at least use our older cabinets and monitors and save a little money, and then maybe we'll be able to keep up with production."

* * * * *

"Don't build pinballs, and make videos more accessible."

* * * * *

"I'd like to see a model year much like autos when all the new videos come out about the same time, and none comes out until the next model year."

Competition

"You do your thing, and let us do ours!"

* * * * *

"I object to the large manufacturers competing for the same quarters as the little guy."

* * * * *

"The party is over, stop the monopoly, and let free enterprise rule as it used to and once again will!"

* * * * *

"Distributors should not operate in the area that they're distributing in."

* * * * *

"There should be no operating by distributors. They should only resell and service."

* * * * *

"Have manufacturers and distributors stop supplying locations. Manufacturers and distributors are too rich and powerful for me to compete."

* * * * *

"Keep out of operating."

Quality

"We need sturdy, convenient, and solid ideas—less turkeys."

* * * * *

"There are too many mediocre games all at one time. Manufacturers should concentrate on a better product."

* * * * *

"Stop fighting each other, and stop developing take-off games. Realize that the operator butters your bread. Build cabinets that can be cleaned up or painted easily to give convert-a-games a new, fresh look."

* * * * *

"Put more into research and development to produce better games. Don't just rush to market to keep up with the competition."

* * * * *

"They have to build in the option to impose a 15-minute limit on games. I am infuriated at manufacturers who build games like *Pac-Man* where players can stay on till they drop of fatigue. And then manufacturers have the gall to seize speed-up kits."

* * * * *

"Improve the play quality of video games. Many are too easily mastered."

* * * * *

"Don't skimp $5 here or there to make a game cheaper on things that constantly need attention like coin flaps and mechs."

* * * * *

"We need a real guarantee for new machines."

* * * * *

"If they put out a bad machine, don't put a close-out on it right away. Give it a year on the road, not just three months."

* * * * *

"Get smart. Get tough. Get rid of bootlegs."

Equipment costs

"The quality and variety of the video games has improved in 1982. Let's work on the pricing."

* * * * *

"Local distributors should sell at a better discount to companies like mine that are also in retail sales. They force us to buy out of state, when they could be reaping partial benefits from sales that I'm going to make locally anyhow."

* * * * *

"Stop flooding the market with machines; get the price down to $1995."

* * * * *

"To lower prices, accept trade-ins, and finance 50 percent of the machines sold. Meet us halfway, and we could all make more money."

Service

"Put bookkeeping information on all machines."

* * * * *

"I would like to see machines built with cigarettes and drinks in mind. Either accommodate them or totally unaccommodate them."

* * * * *

"A self-check system should be more detailed on all games. Coin mechanisms are all cheap, and can be easily fed tokens, plugs, and pennies."

* * * * *

"Distributors charge too much for parts. Parts should be interchangeable."

* * * * *

"All machines manufactured in the near future should have the on/off switch located on top."

* * * * *

"Make alarms standard on each piece of equipment."

* * * * *

"Games should come equipped with bars on the front and back."

* * * * *

"Use the same I.D. number on all the same electronic components (international numbers)."

* * * * *

"Prices are too high, and parts are too hard to find. Use standard common transistor I.C.s."

* * * * *

"Put in good troubleshooting books with the machines. Some games come with only an operating book and no repair guide."

* * * * *

"Prices for equipment are too expensive and the quality of material is too cheap. A guarantee is worth nothing at the distributors' level. A guarantee should be included with the manuals."

* * * * *

"Start putting fans on all machines."

* * * * *

"Some standardization of parts would be helpful. One example: Use the same light bulbs in machines."

* * * * *

"Standardize coin doors, and separate coin boxes."

* * * * *

"Quit painting games white, yellow, and other light colors."

* * * * *

"Put tilt slam switches on control panels. I receive service bulletins from Taito. I would like to receive them from all companies whose machines I own."

* * * * *

"Give the answers to problems, and send them out to the mechanics as soon as possible."

* * * * *

"Put more quality in the control panel. Give us a choice of coin mechanisms, or at least use one we can correct to tokens."

* * * * *

"Put volume controls on all games."

Used games

"The distributors need to help operators with used games."

* * * * *

"I know we need new machines to keep the industry interesting, but we need an outlet for the old. That's why we need good interchangeable video games."

Operating expenses

"We need to get away from the 50/50 split for more operator profits."

* * * * *

"Don't give away your money; cut commissions to a realistic percentage, say 35 to 40 percent."

* * * * *

"Ask for a minimum of $50 per video when placing games at a location for at least 6 months in order to provide us with an opportunity to get our investment back."

Public Relations

"Streamline marketing methods."

* * * * *

"We need a stronger lobby and more aid to state associations."

* * * * *

"Let's ban together to fight for our rights of ordinance and taxation."

* * * * *

"Put more profit back into the industry with more ads and other good P.R. campaigns."

* * * * *

"Let's get rid of the unsavory people who tarnish the industry. Legislate them out."

* * * * *

"Do some national advertising featuring amusement center activity."

* * * * *

"The image of video game 'arcades' is in our hands so a well-managed and clean place will make public acceptance from all a lot easier. One bad place can keep people from ever going to another arcade, and cause the ones with clout to close down."

* * * * *

"Sell the family-businessman image of the arcade to office buildings and better hotel landlords. The resistance to amusement arcades on their premises is great."

* * * * *

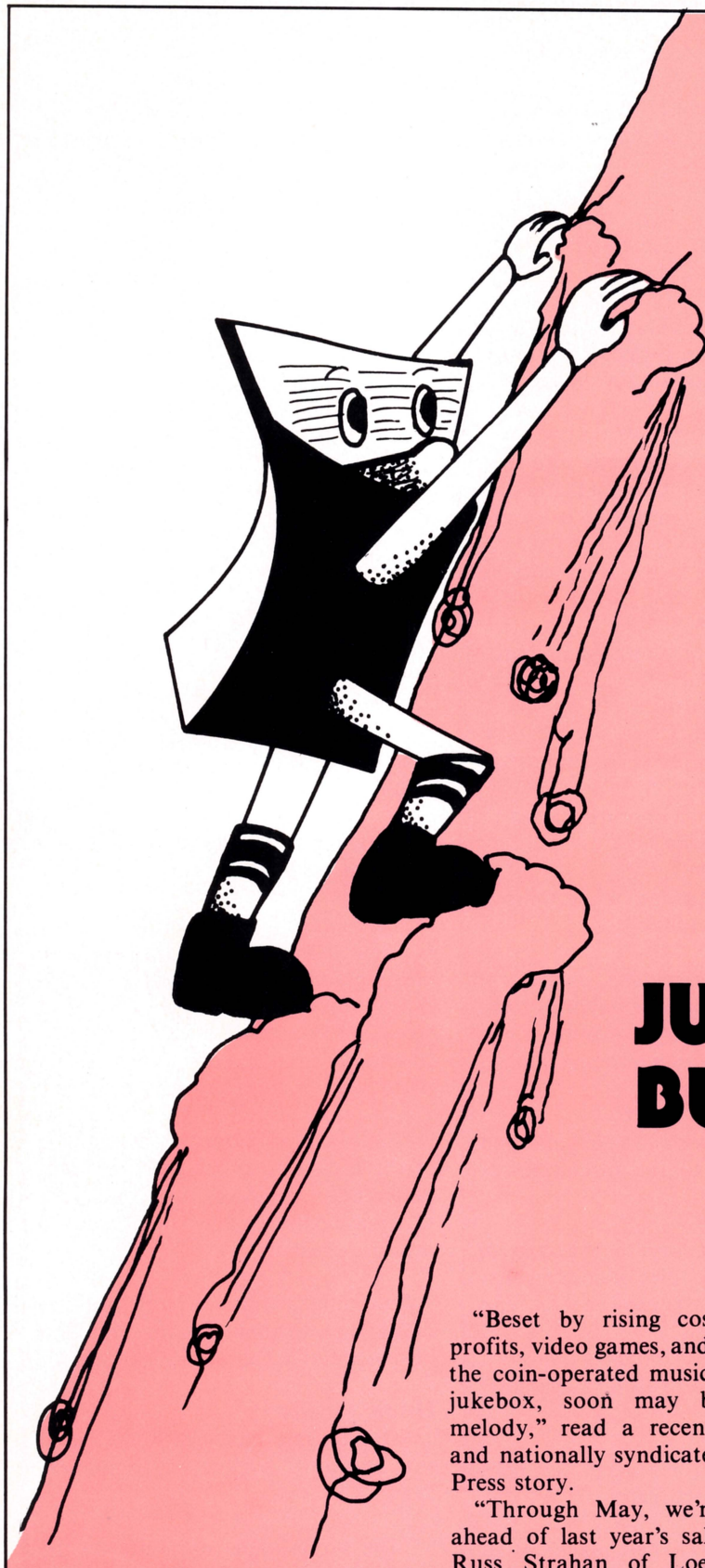
"We must unite to convince the public that we are in the entertainment business, not in character destruction."

Home videos

"Don't come out with home video versions until a game is completely dead."

* * * * *

"The home game units are on the market within months after the release of new operator games. It takes a lot of interest out of arcades and makes it attractive and inexpensive for kids to buy for home instead of playing at the arcade."



JUKES DOWN, BUT NOT OUT

By Mike Shaw

Mark Twain once wrote that the reports of his death had been "greatly exaggerated."

Such was the response of several jukebox manufacturers to a broadly believed theory that the phonograph is a dying American tradition.

"Beset by rising costs, declining profits, video games, and even Muzak, the coin-operated music machine, or jukebox, soon may be a distant melody," read a recently published and nationally syndicated Associated Press story.

"Through May, we're 15 percent ahead of last year's sales," rebutted Russ Strahan of Loewen-America Inc., builders of N.S.M. phonographs. "All our new models are being well received."

In characterizing the jukebox business as a dying part of the coin-op amusement industry, the AP called on interviews with key industry spokesmen.

"There just has been a tremendous decline in the number of places where jukeboxes were once located," Leo Droste, executive director of the Amusement and Music Operators Association, told the AP.

Drugstore wall boxes

"I can recall as a teenager you would walk up to a counter in a drugstore, and there would be wall boxes in the booths," he said. "You don't find that today. You find that if they do have music, it's background music."

Droste pointed to the decline in the jukebox manufacturing business as evidence of the fall of that part of the amusement industry. In the '70s, U.S.

manufacturers were producing at a rate of 70,000 jukeboxes a year. The current production rate has fallen to about 25,000 a year, he said.

Droste also mentioned AMOA's 1981 Cost of Doing Business survey that showed the average jukebox returned a profit of less than $50 for the year (*Play Meter*, May 15, p. 24).

Droste pointed to industry statistics showing the decline in the number of operators who use jukeboxes as part of their operations. He said that at the peak of the jukebox craze in the 1950s, there were 700,000 machines in circulation. By the early '70s, that number had declined to 450,000 boxes operated by abut 7,500 operators. AMOA 1981 survey showed about 3,500 operators were running less than 300,000 jukes. And the current *Play Meter* survey indicates just 144,000 jukeboxes are on location.

The AP article attributed the decline and fall of jukeboxes to interest in video games, piped music, high copyright royalty fees, and the increased cost of records and servicing.

Play Meter survey

Loewen-America's Strahan is not the only industry source to affirm there are current and future markets for phonographs. *Play Meter's* 1981 survey showed a 10 percent increase in earnings per jukebox over 1980, which was a better increase than was showed by pinballs or pool tables.

But perhaps Donald Rockola, president of the phonograph firm that bears his name, put the market into perspective best when he characterized its status as "a mixed bag.

"Earlier this year our sales were up," Rockola said, "but since June our distributors have been having trouble." Rockola said the credit crunch has hampered operators from investing in new machines of all types.

"Operators have always shown they are tough businessmen," he affirmed, "and they will get their credit problems straightened out."

When that happens, Rockola predicted, the entire industry will see a new upswing, and jukeboxes will get their share of that attention. "But whether the jukebox will ever attain the heights it enjoyed five years ago is another question," Rockola lamented.

Back to basics

There is little denial that video game manufacturers have lost a great deal of momentum this summer, and some jukebox people, like Strahan, believe that means operators will "go back to the basics" like phonographs and pool tables.

The video slowdown was recently addressed by Jack Mittel, president of Taito American Corp., when he predicted his company's sales for 1982 will be off about 15 percent and profits will drop by 20 percent.

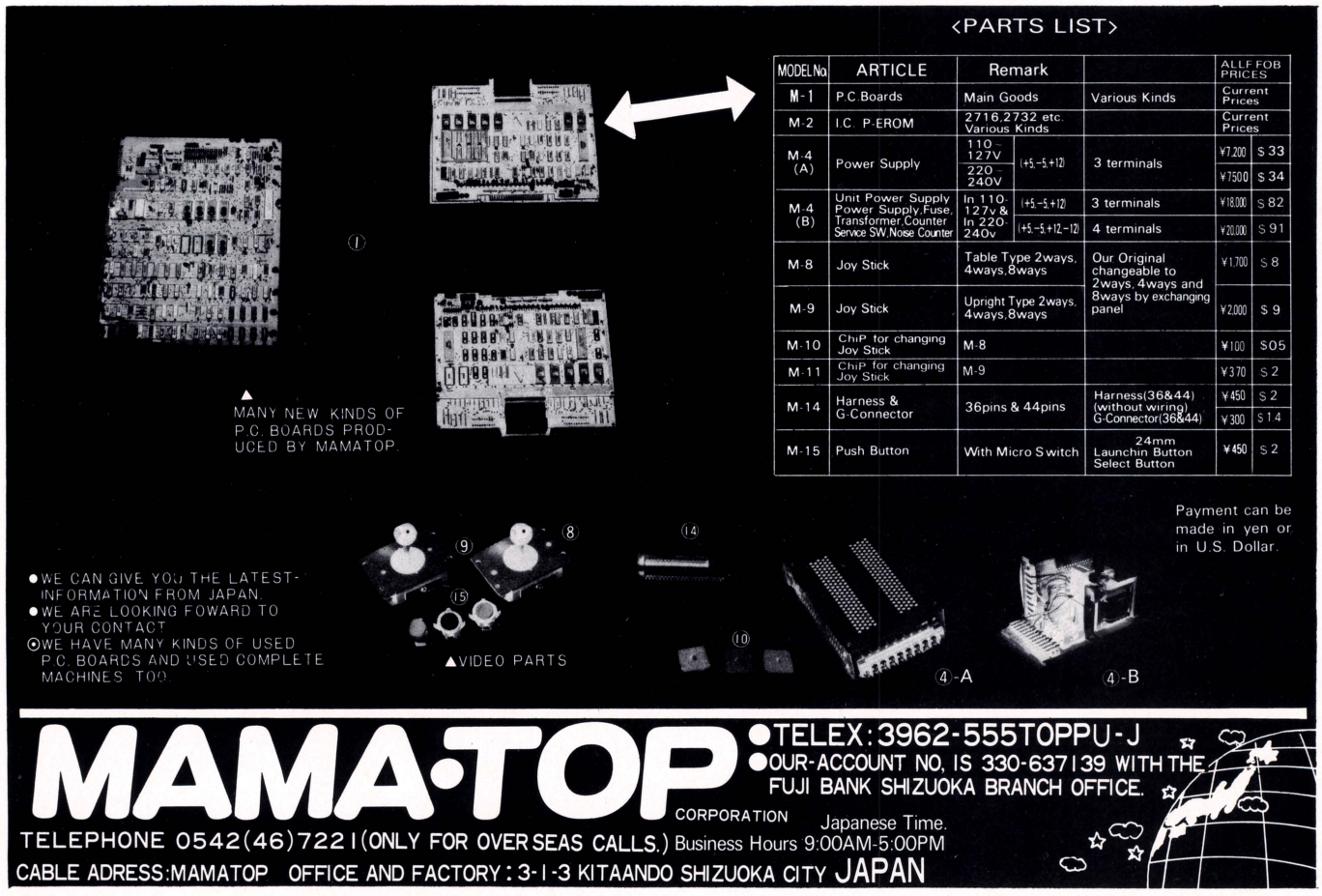
Industrywide, Mittel said, sales are down 40 percent and profits are off 60 percent. He blamed the decline on too much for the market to absorb.

Hence, Strahan feels operators' inability to buy many new videos and doubt over which of the new editions will be successful will lead those operators back to long-term earners.

Rowe International is the most prolific jukebox manufacturer, and no industry look could be complete without comment from that company's leaders. Rowe's sales executive Ed Wiler confirmed that in some types of markets, sales are better, but cautioned against any false optimism.

"It's been a fair year," Wiler said, "but total industry sales are way off. Even last year was better for the industry as a whole."

Wiler said many current sales are to operators who realize the value of upgrading their equipment.



"Even the best of jukeboxes cannot serve forever," he commented. "Where upgrading has been confronted, there has been success for phonographs. When operators realize that they must upgrade, jukeboxes will show a good return."

Few changes

In confronting the trend of slow phonograph sales, industry executives have little to offer in the way of future changes to inspire the marketplace.

The AP article depicting the demise of the phonograph called on jukebox operators Manly Lawson of Winter Haven, Florida, and Texas' Dock Ringo for comments on how to save that part of the coin-op industry.

They suggested that future machines might be designed to play tapes. Then, instead of buying a copy of a record for each jukebox, an operator could buy a single copy and duplicate it on tape for all his machines.

But Loewen-America's Strahan pointed to the current problems with the copyright societies and predicted that tapes would never be approved by those who control the music.

Strahan suggested, instead, that some operators are stabilizing their jukebox operations by "turning the keys over" to locations. In effect, the operator, in this instance, is leasing the machine—and its maintenance—to the location. The location pays a guaranteed minimum to the operator, but, as lessor of the machine, must pay the accompanying costs of operation, such as insurance.

Leasing may stabilize an operator's jukebox income and simplify that part of his business, but Strahan and others do not see it accountable for an operator's interest in adding many phonographs to his inventory.

If any single innovation might be responsible for a significant resurgence for phonographs, it will most likely come from the music side of the industry. New laser technology is being toyed with, and if record companies will produce music discs designed for laser play, phonograph manufacturers will be ready to produce machines that can play them.

"A three-inch laser disc will hold an entire album of music," Strahan said praising the technology.

"With no physical contact (like there is between a needle and a record), such technology would provide tremendous fidelity over a long period of time," Rowe's Wiler commented.

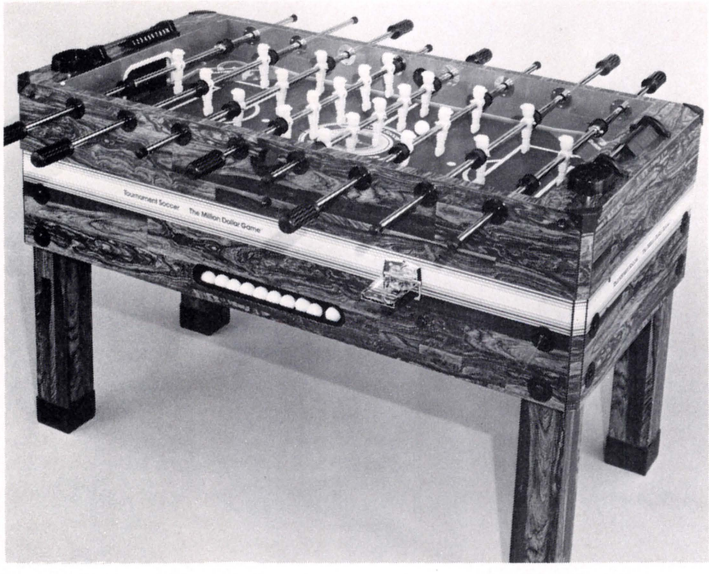
Better sound, more music

Better sound and more music per disc might inspire operators to invest in new laser systems, industry execs agree. In fact, Wiler said Rowe's engineers have already developed the technology for a machine that would play by laser. But, Wiler noted, there is nothing on disc yet to play, so jukebox manufacturers will just have to wait.

The number of jukeboxes—both in production and on location—is down proving a declining jukebox industry. But it is also true that at a time when the video boom has slowed, operators are returning at least some of their attention to long-term earners like jukeboxes.

But then again, manufacturers readily admit that sales figures reflect upgrading, that is, replacement, of equipment already servicing certain locations.

If there is to be any significant, serious renewed interest in jukeboxes, it will have to come from some dramatic new technology that will furnish sufficient reason for massive replacements of current types, and inspire location owners to want the new piece as an exciting attraction to add to the menu of entertainment they offer. •



TOURNAMENT SOCCER®

Tough, Dependable, and the Tournaments are back...

WEEKENDS OF TOURNAMENTS - 1982

Sept. 17-19	Glen Falls, NY, Sheraton Inn	$ 2,000
Oct. 8-10	St. Louis, MO, Ramada Inn	2,500
Nov. 5- 7	Green Bay, WI, Midway Motor Lodge	2,500
Nov. 12-14	Wilkes Barre, PA, Hotel to be announced	2,500
Nov. 19-21	Cleveland, OH, Airport Sheraton	10,000
Dec. 3- 5	Nashua, NH, Howard Johnson ...	2,500
Dec. 10-12	Tampa, FL, Hotel to be announced	2,500

For further Tournament information call
Toll Free: 800/645-2162 (week days)
617/758-9004 (nights & weekends)

THE ORIGINAL MILLION DOLLAR GAME

1. Playfield Corners and Sidestrips — mitered flush with playfield for added strength and allows perfect banks shots
2. Player Figure — patented and copyrighted, made of improved material to eliminate breakage
3. Scoring Unit — easy access, convenient, unbreakable plastic scoring unit
4. Goal Hole Liner — clearly identifies and protects goal mouth area for quick scoring and fast action play
5. Brand Identification — **Tournament Soccer**' rainbow identification totally differentiates the real table from imitations
6. Handle — new design, larger for easier grip, enabling all players to perform hard, accurate shots
7. Patented Ball Metering System — vends 9-11 balls
8. Solid Rods — for playability and less operator maintenance

SUTRA CORP.
485 BROWN CT.
OCEANSIDE, N.Y. 11572
NY TOLL FREE 1-800-645-2162
LA TOLL FREE 1-800-423-4781

Announcement by Eagle Conversions

25 Eagle St., Bldg. #5, Providence, RI 02908 (401) 751-5438

"The Do-It-Yourself Conversion"

Two Important Questions you Should Ask!

Ques. 1 Do you want to convert your old games? **Ques. 2** Why should you use **Eagle Conversions?**

If you answered **yes** to question **one,** all you need is a cabinet with working monitor. The answer to question **two** is **Eagle** has a kit to convert **any** game easily and quickly. [Game must have a working color monitor. **Yes, Eagle** can convert anything; all you need is a cabinet and working monitor.

FULLY LICENSED GAMES

Do you have an old game not making any money? Does its monitor work? If you have a working monitor, we have a new game for your old machine.

EASY TO INSTALL

Our kit is simple to install. All you do is completely strip your old cabinet of electronic parts, then install our Power System module with 2 screws and attach our plug in harness and P.C. board to cabinet. Add front cosmetics; i.e., Marquee, Middle [fully silkscreened in 6 exciting colors] and front panel decal and you have a new game.

Remember: Kit comes with full schematics, installation instructions and wiring diagrams.

Our Kit has:

1] **Power Module:** [2 screws place it in your machine] includes Power Pak line filter, on/off switch, fuses, etc.
2] **Full Upright Harness:** [Clearly marked]
3] **Front Panel Assembly:** [Plugs into harness. Includes all buttons and 4-way lever]
4] **New P.C. Board:** [Comes with full schematics] - Full Warranty.
5] **All Cosmetics Marquee-Middle:** [Professional - fits any game - 6 color designs]

FULL PRICE ONLY $675 [Price all inclusive / Absolutely nothing else needed]

NOTE:

a] We send you a **complete kit -** all parts needed to make a complete game are included. You need **nothing else.**
b] Anyone can make a new game.

We Have New Licensed Games

AVAILABLE NOW

1. **Crazy Mazey -** [Better than Pacman]
2. **D'Rail -** [Should be a hit of the A.M.O.A. Show]
3. **Lady Bug -** [Doing very well - a very catchy game]
4. **Portman -** [A new game - not a maze - not space - a good novelty]
5. **Lassoo -** [Another new release for A.M.O.A.]

SIMPLE TECHNICAL INSTRUCTIONS

Game is prewired as a single unit already mounted for easy installation. Simply put game in base of old machine—relocate plub connected front panel controls, coin counter, and speaker. Then follow simple instructions for color monitor and coin door hookup.

IN 30 MINUTES
YOU HAVE A NEW GAME

Customer _____
Address _____ **Zip** _____
Tel. No. _____ **Person** _____
Please send _____ **Kits at $675.**
Total Remittance $ _____
Enclose check or Money Order
Name of Games 1. _____
2. _____
3. _____

Every man owes a part of his time and money to the business or industry in which he is engaged. No man has a moral right to withhold his support from an organization that is striving to improve conditions within its sphere.

—Theodore Roosevelt

Associations Assess Activities

By Valerie Cognevich

We've all read articles on the state of the industry. It certainly isn't all bleak, but things are changing in our industry as this year will prove.

Almost every city and state has seen new legislation introduced that can affect everyone who operates games.

Now more than ever, a strong association is the most important asset a state can have on its side. However, surprisingly, not all states have an association, and the ones that do, do not always have the support of the operators.

Every piece of legislation represents only a small brushstroke in the overall picture of the state of the industry. We must look at the whole picture and realize that everyone of those brushstrokes is needed.

You need your association, and your association needs you. Now is the time to sit back and assess your business, and realize that without your association to keep tabs on what laws are detrimental to the industry, you may not even have a business.

If this sounds like an exaggeration, think about what a law banning video games or a law limiting the age of players would do to your business. And, yes, things like this are happening all over.

Don't sit back and wait until a legislative bomb is dropped in your backyard, and then run to the association wanting quick action. Join your association now, and keep abreast of laws all over your state and even nationwide.

Everything happening in the industry affects you in some way or another.

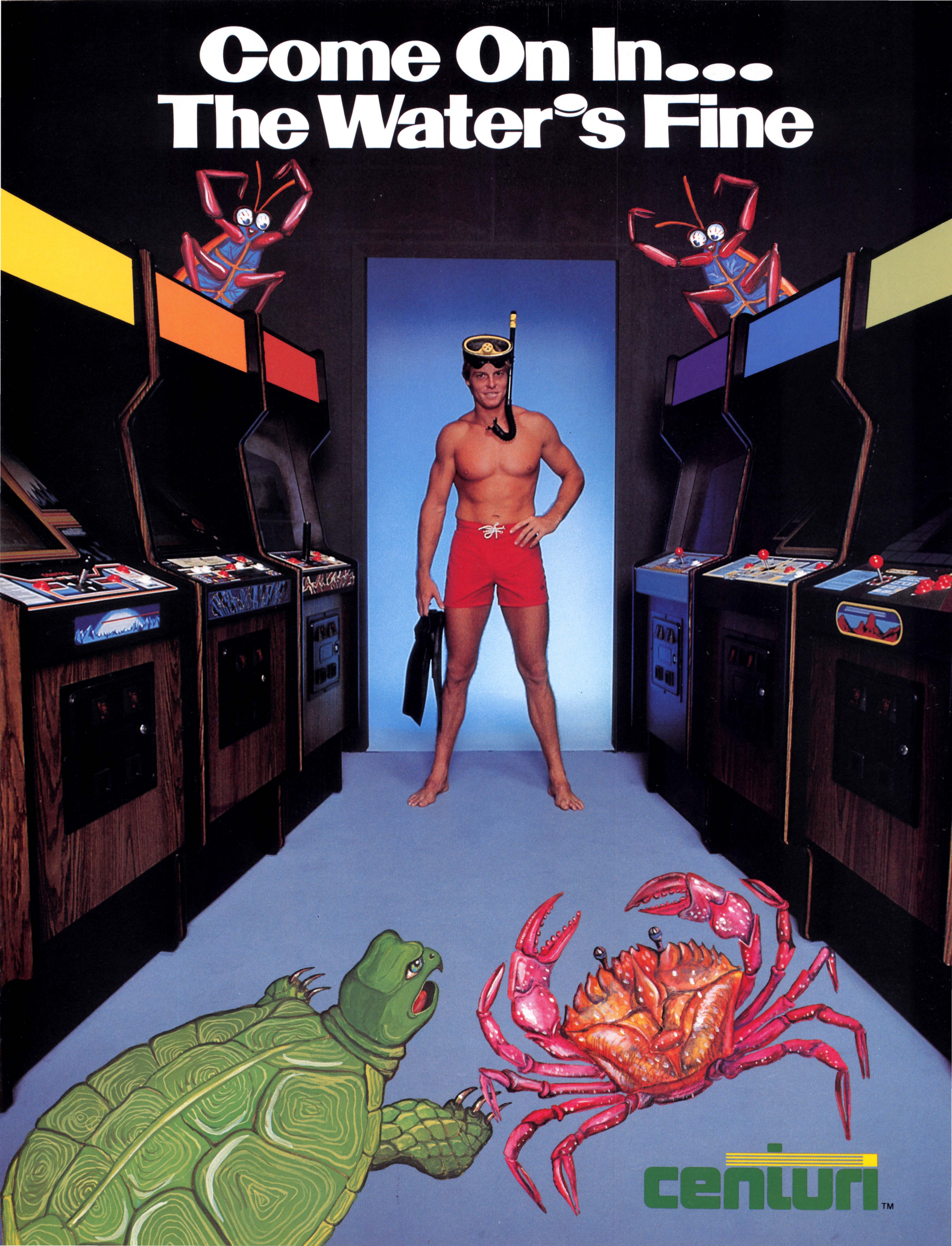
Try joining and see what it is doing. It certainly can't hurt, and chances are instead of dropping out you will become more and more active in your association.

If your excuse is that the association isn't doing enough, you do something about it yourself. Speak up. An association can only be as good as its members, and if you think you can do better, then become one of those members and your voice will be heard.

We've talked to several of the associations' leaders. In the states that have strong memberships, the outlook is very bright and the enthusiasm of the association shows through.

However, in states that have an obvious lack of support, the enthusiasm is gone and the future of the industry looms dim.

Every state should have that enthusiasm for the future of the industry. There is no reason why it shouldn't have it, except lack of support from the very ones the association is out there fighting for.


Come On In...
The Water's Fine
centuri™

We'll Teach You To Swim... But You'll Have To Stay Afloat On Your Own

Treasure Island or Bust!

Grab the joy stick and dive in. It's a unique experience as you paddle your way upstream carefully avoiding the driftwood and curious turtles (yes, they bite). Gather the floating fruit for bonus points, but look out for the big guy.

It's Dinner Time and Guess Who's on the Menu?

A monstrous crab awaits you at the end of 3 of the game's 4 rounds. Elude the demon and you continue your aquatic adventure.

Dive, Dive, Dive

Small but vicious guerrilla crabs now close in, they're fast and hungry. You can't get out of the way, so hold your breath and hit the dive button (for both right and left handed players), and swim under your adversaries.

Like Manna From Heaven

A golden ring that changes your swimmer into a momentary superman floats amongst the attackers that now include sly water spiders and the vicious cannibal piranhas. Defeat the host of predators and you gain entrance to the sanctuary of Treasure Island.

Graphics, Graphics, and More Graphics

So realistic you'll want to bring a towel and suntan lotion to your favorite location. Outstanding sound effects, plus an end-of-game bonus that gives every player a chance to continue play make Swimmer a sure hit.

SWIMMER©

Swimmer® is manufactured under license from Tehkan.

centuri™

We're Inventing What The Future Will Bring.

CENTURI, INC.
245 West 74th Place
Hialeah, Florida 33014
Phone 305-558-5200, Telex: 803694
ANSB Centuri, Cable: CENTURI

ALL THAT GLITTERS IS GOLDEN 7.

Introducing Golden 7 200-selection phonograph. The latest in a long line of musical hits from Rowe. One look at its rich, candlelit hickory finish trimmed with brilliant orange and gold tells you it's a 14 karat winner headed straight for the top. One listen tells you Golden 7 is pure Rowe at its finest. With perfect tonal quality and true musical fidelity emanating from its large lower bass and matching upper mid-range-high speakers. **Designed for Today, and Tomorrow.** Golden 7 is a masterpiece of Advanced Tech. Every aspect reflects state-of-the-art design and engineering. Including our sophisticated central control computer, easy-to-change pricing, expanded credit levels, and built-in Autoplay and Memorex units. **Easy Listening..Easy Maintenance.** Brought to you by the leader in the industry, Golden 7 is a long-playing hit that rarely misses a beat (service calls are rare). When service is required, everything is easily accessible through forward opening front doors. Trouble shooting charts, LED readouts and modular construction of all components simplify diagnosis and field repair. And as with all Rowe phonographs, there's a 5-year warranty on all moving parts — the best in the business — and a 2-year warranty on electronic boards. **Investment Option.** Order the Golden 7 with a one and five dollar bill acceptor and you get greater pricing flexibility. You'll also increase profitability since you'll encourage more overplay. □ Good looks, super sound and Rowe reliability make Golden 7 the best combo around. Discover Gold today, contact your local Rowe distributor.

ROWE®

Rowe International, Inc.
Subsidiary of Triangle Industries
75 Troy Hills Road, Whippany, N.J. 07981.
(201) 887-0400

The Gallup Youth Survey

Video game craze sweeps teenage America

By George Gallup

PRINCETON, N.J.—Red Alert! Red Alert! Lasers ready! Invasion by 22 million video game-playing teenagers imminent!

In late 1981, the Gallup Youth Survey found that 93 percent of teenagers (or approximately 22 million) play or have played electronic games. Of that number, 64 percent play less than one hour per day. But a sizable minority, 16 percent, work the machines over for between one and two hours per day, and an amazing 11 percent are so hooked on the games they play more than two hours a day.

Like the highly popular *Pac-Man*, in which players manipulate a mouth-like object which gobbles up round dots and fruit, video games gobble up a large number of teenagers' quarters.

From the 93 percent of the boys and girls who play, the survey learned that the average teen spends about $2 per day on video games—although it's possible some kids exaggerate the amount they spend.

Our pollsters also asked video game enthusiasts if their parents had any objections to the amount of time or money they spend on electronic games. A 67 percent majority said their parents had no objections to either, but the parents of 11 percent objected to both. The parents of 15 percent disapproved of the money spent, but only 4 percent of parents were reported as disapproving of the time their kids spent on video games.

Whether or not their parents object to the amount of time or money teens spend on these games, there are indications that many local officials in committees across the country object strenuously to youngsters' activities associated with video games, including late night use of the arcades where the games are most commonly played, gambling, criminal deeds to support the habit, marijuana use, and so on.

In fact, the problems have reached such a state that the Supreme Court has agreed to rule on the constitutionality of a local ordinance prohibiting the use of these and similar games by persons under 17.

Not only do teenagers play video games outside the home in such places as arcades and pizza parlors, but about one-third, 32 percent, have TV video game sets at home, another example of parental tolerance of the video craze.

Interestingly, the video phenomenon seems to cut across all demographic lines. Girls are only slightly less apt to be video game players than boys, and both sexes spend approximately the same amount of time and money. Video mania remains high in other teen groups as well—kids play video games regardless of age, academic standing, parental occupation, religion, or region of the country.

The questions asked were:

"Have you ever played a video or electronic game such as *Space Invaders*?"

"How many hours each day, on the average, would you say you play these games?"

"How much money would you say you spend during an average day on video games?"

"Have your parents ever objected to either the amount of time or money you spend playing video games?"

"Do you have a TV video game at home?"

The findings reported today are based on telephone interviews with a representative cross section of 1,010 boys and girls, ages 13 through 18, conducted in November 1981. •

VIDEO GAMES

	Ever played video games? (% saying yes)	Hours played per day (Based on those who play) Less than 1 hr.	1-2 hours	2 or more hrs.	Don't know
NATIONAL	93%	64%	16%	11%	9%
Boys	96	64	18	11	7
Girls	90	65	15	9	11
Both sexes:					
13-15 years old	94	62	19	11	8
16-18 years old	92	67	13	9	11
Academic standing:					
Above average	94	69	14	7	10
Average or below	91	59	19	14	8
White-collar household	95	66	15	8	11
Blue-collar household	92	62	20	11	7
East	94	71	14	10	5
Midwest	93	62	19	9	10
South	91	64	15	15	6
West	93	60	17	6	17

Reprinted courtesy of The Gallup Poll.

SAPPHIRE 7, THE BEST LOOKING SOUND AROUND.

It's hot as rock...cool as the blues...and appearing now. It's the latest showstopper from Rowe: Sapphire 7, the 200-selection phonograph with the look for the '80s and the sound to go with it. A black beauty with contrasting electric blue and chrome trim, Sapphire 7 is a real sparkler in any setting. **The Sound's True Blue.** ...and true Rowe. Good looks definitely aren't everything with this superstar. When it comes to sound, Sapphire 7 really shines! Nothing less than perfect tonal quality and total musical fidelity emanate from its large lower bass speakers and matching upper mid-range-high speakers. Sound that is unmatched in the industry. **A Real Performer.** From its position at the forefront of Advanced Tech, Rowe incorporates state-of-the-art design and engineering into every component. Including sophisticated central control computer, easy-to-change pricing, expanded credit levels and built in Autoplay and Memorex units. **Service Without Skipping a Beat.** A pro all the way, Sapphire 7 rarely misses a performance (service calls are rare). When service is required, everything is easily accessible through forward opening front doors. Trouble shooting charts, LED readouts and modular construction of all components simplify diagnosis and field repair. And as with all Rowe phonographs, there's a 5-year warranty on all moving parts — the best in the business — and a 2 year warranty on electronic boards. **Investment Option.** Order the Sapphire 7 with a one and five dollar bill acceptor and you get greater pricing flexibility. You'll also increase profitability since you'll encourage more overplay. If you're looking to play to a full house, Sapphire 7 is good sound advice. Contact your Rowe distributor or call us directly.

ROWE®

Rowe International, Inc.
Subsidiary of Triangle Industries
75 Troy Hills Road, Whippany, N.J. 07981.
(201) 887-0400

HOLEY MOLEY!

- VIDEO ADAPTATION OF THE FAMOUS ARCADE CLASSIC "WHACK-A-MOLE".
- A FAST-ACTION RESPONSE GAME THAT CHALLENGES THE HAND-EYE COORDINATION OF PLAYERS OF ALL AGES.
- ATTENTION GRABBING LIGHTED CONTROL PANEL DRAWS PLAYERS FROM A DISTANCE.
- HAMMER THE HEADS— BUT WATCH OUT FOR THE TAILS!
- "KING MOLE" FEATURE FOR HIGHEST POINTS.
- "CHALLENGE ROUNDS" TEST EVEN THE QUICKEST PLAYERS.
- A PERFECT ADDITION TO ANY GAME ROOM. PLUS, GREAT FOR SINGLE SITES TOO!

THOMAS AUTOMATICS, INC. 3310 Woodward Ave.
Santa Clara, Ca. 95050 (408) 748-7602 TXL: 171627 (NANET SUVL)

Built under joint license from ROLLERTRON CORP. of Tokyo, Japan and GAME-A-TRON CORP. of New Britain, Connecticut.

Benito Murillo
President
California Music Merchants Association

There was a law passed in 1972 which is Assembly Bill #ABA858. According to this bill, the cities are only able to tax according to gross receipts instead of per machine. We are in the process of fighting cities that are not complying with this bill.

What's so important with this issue is that if we lose the case, then other cities may try to follow the leader and put a per machine tax into effect.

Battle Assessment

In order to raise the needed funds for the present battle, we assessed each of our members $10. We have also gotten donations from distributors and manufacturers.

We also have a man who is out actively soliciting new memberships.

Operators should realize that the association is working for their interests. When problems affect them directly, they tend to join up. But if they can ride on someone else's coattails, they just won't join.

All Should Join

With all the industry in the position it is of receiving so much negative publicity, every operator should join an association and support that association.

Banning together is the only way that we will ever be able to fight the issues that are plaguing the industry.

Don Hankinson
President
Georgia Amusement & Music Operators Association

We're involved in lots of legislation like everyone else. We're dealing with ordinances. With the arcade boom, there's lots of amateurs out there who don't understand the rules and don't know how to run their arcades. Through the association we are trying to educate them.

An example of this is some of the newer arcade operators were opening up for business on Sunday morning. The city wanted to have all arcades closed all day Sunday. So we worked out a deal with the new operators to open at 1 p.m. This kept the churches happy, and the operators discovered that they really didn't miss the revenue from Sunday mornings anyway.

We send out a newsletter each month, not only to members of the association but also to operators who buy from legitimate distributors with little tips about how to run your business and what-have-you.

Large Membership

We are a fairly young association, but we have a large number of members. Our membership has doubled in the last couple of years.

Our association has donated jukeboxes and games such as "Space Invaders" to various groups such as recreation centers.

We have very strong support from our distributors, Peach State and Greater Southern. We send them our newsletters, and they send them to their customers for us. They even pay for the postage on the newsletter. And they have salespeople out talking up the association.

At one city council meeting, a TV reporter heard me talking to one of the operators about how hard pressed the industry is right now. He was amazed so he offered to do a local TV show showing the public that this wasn't just a gold mine of a business—that it is rough and hard work. We showed the backlog of equipment so we did a little bit of good public relations.

Distributing Help

Another thing the distributors do for us is provide a meeting place in their showrooms. We take turns holding the meetings between the two distributors. They sometimes close early to accommodate the association.

They pick up the tab for the refreshment and rent the chairs. That really saves us some money. It's a place that is convenient to the operators since it's hard as heck to get operators together. They can buy parts, and look at new equipment at the same time.

The association is so important because in Georgia, the Georgia Music & Games Association is the only place we had to look out for our interests. We had to go to all the counties to try to work things out between the towns and the operators.

Without the association, it could have gotten to a point where some of the games would have been banned in the state of Georgia.

I don't think the heyday would have been there if it wouldn't have been for our association. A lot of work is done by the association to benefit not only the operators but the distributors also. If we wouldn't have had all of those laws changed, they wouldn't have been able to sell all the machines.

Work Sessions

When we approach a city council, we ask to have a work session. We try to go behind the scenes, sit down with the council members, work out all our details, and let them run it through and translate it into a law that makes them happy but also takes care of our interests.

If things don't work out in the work session beforehand, then we would have to fill the room full of people and really cause a stink about it. But we have found that most people want to work things out ahead of time, and we haven't had to take drastic measures.

We don't like to go into a public hearing. Suppose you're in there before a case before some kind of housing project crowd or something. Then you've got all these people just sitting there, and you get up and start talking about games and such.

You could have some religious group in there, and they could stand up and say something negative about arcades or say that the games should just be banned. It's not a good way to handle things.

It's better to come up with a reasonable solution in the work session.

Many city council members don't have any knowledge of our industry and its structure. Once they realize that there is a professional association and learn how the industry works, they are much more likely to work up a fair solution.

If you have never been to a city council meeting, you are in for a surprise. The first one I attended concerning banning of games, I came out with my heart pounding. One thing I learned is that you don't go alone.

If you approach the council right such as the association president with a lawyer, the council can be very reasonable.

If some hothead operator goes in screaming about his locations and makes threats, he will just muddy the water.

We feel that our association is organized, and we have all the answers and they are impressed.

Unless you know what you're talking about, don't even bother to go.

Be Responsible

Each operator should be responsible for looking in his local newspaper to see the notices of public meetings concerning licensing, etc. He then should call his association president, and if it is a matter affecting the whole state, then the association could take care of it.

We try to help operators with a file we have on ordinances and regulations, and if there is any case coming up in a county that we feel that may jeopardize the whole state, the association will put the money into it to fight it. If it is a local affair, then we will tell the operator how to handle it.

The only paid person in the association is our attorney, Les Snyder. Whenever anything comes up, he is there for advice. He represents the association. He is also available to the members of the association at reduced rates.

The advantage of having an attorney is that he is as knowledgeable about the business as anyone else in the industry. Plus he knows what to say and how to say it.

Walter Maner
Executive Secretary
Music Operators of Michigan

I'm sure we are experiencing things very similar to what is happening in most other states—excessive local license fees and state legislative activity with sales taxes.

These are two of the biggest problems

SOUND AFFECTS!

BETTER SOUND MEANS BETTER BUSINESS...

and you can favorably affect your bottom line by specifying Quam when making a loudspeaker replacement in your juke boxes, video games or background music systems.

For more than 50 years, Quam has been a leader in the loudspeaker business. With a full line of microprocessor-compatible replacement speakers—ranging in size from the small speakers used in many electronic games, to the 8″ configuration found in most ceiling systems, to the 12″ and 15″ juke box models—there's a Quam speaker to suit your application.

There's also a Quam distributor near you, to supply that speaker quickly. Call us today for free literature and the name of your local source.

Quam Speakers:
The Sound Decision

Quam-Nichols Company
234 E. Marquette Rd., Chicago, IL 60637
312/488-5800

we are facing right now.

In the area of local license fees, we have had to rely in many cases on our operators to alert us to what is going on. We have also been trying to show them ways that they can oppose these things themselves.

Naturally they turn to their association when they need help. But a lot of times we don't know the local politicians or the history of what went on before the licensing ordinance.

Very often, because of the fact that operators are local, they can do much more by getting other operators involved and applying a little political pressure than we can do.

However, some are just lacking in the means as to how to get started on the thing and that is where we try to help to get them organized. In other words, we are helping them to help themselves.

Legislative Work

Many city councils are very receptive to listening to the state association and hearing what is going on in other cities. Of course, some are so up in arms that even President Reagan couldn't get through to them!

In Michigan, the state Legislature is the only body that can allow local taxes and it has done that in very few cases.

There is a lot of misinformation about this industry. They don't understand even the basic concept of the structure of the industry, so our association has tried to explain it.

Membership

We have approximately 300 operators in Michigan and about 150 members in the association. Many of the operators are aware of the association, but for one reason or another, they hold back from joining and let someone else carry the freight for them.

Last year we had a chance to show the industry what could be done when we had a threat on a tax being imposed on amusements.

At that time we picked up 30 members when they realized what we were doing. We even had some operators who pitched in and made phone calls to legislators and came to meetings to find out about the problem but still didn't join the association. Then I got concerned about the other people who knew what was going on and didn't bother to help.

Distributor Support

We are very fortunate to have the support of our distributors: Worldwide, Bally Midwest, and Rowe. They are the front line in terms of contacting the operators. They help us by inviting us to meetings when they are going to have a group of operators over to see new equipment and give us a chance to explain the association.

They ask their customers why they aren't members of the association, and give them a chance to join.

We are continually asking our current members to solicit memberships. We have sent mail pieces to non-members. This is where the distributors help also since most operators must go to the distributorship at one time or another.

More Money

During costly fights against legislation, we have had to go back to the members and tell them that we needed more money and many, many came through for us.

We have a Critical Action Committee that has worked on a mail campaign to solicit memberships. And because the music operators are a part of the tobacco and candy wholesalers, we benefit from the fact that there is an established association office.

At the convention of the tobacco and vending part of the association, we set up a game room with the proceeds going to the Critical Action Committee.

We raised money also with a Las Vegas night at that convention.

Pool League

We have approved getting into sponsoring a pool league. When the legislative battle came up, we put the idea of a pool league on the back burner. But this year we should be getting started with our pool league. It will provide a common ground for the operators in the area.

Against Gray Area

Because of the long efforts we have extended trying to improve the image of the industry, we are against the gray area games.

We have not had to fight in court about this yet. A few have been picked up, but no decision has actually been reached concerning the games.

The association is researching the problem so we will know how to deal with the problem. We like to anticipate what will happen because it could really become a problem.

Image

We depend on the operators to make us aware of the various bad publicity articles or stands against the games.

We are putting together a public affairs package which will help the individual operators take care of some local matters themselves.

One thing in the package will be sample questions that may be asked in a city council meeting. We are using an article out of "Play Meter" which had some typical questions and some very good answers.

In the package will also be a letter to the editor which can be sent to the local paper or a city council, etc. showing some good things about the industry.

It just gives the operator some answers he may need to fight back against the people who are against the industry.

Martin Kallsen
Executive Director
Music Operators of Minnesota

In 1967 a sales tax was passed, but certain people were exempt including the telephone company because of pay telephones and laundromats. But even though the machines of our industry had coin slots, they were not exempt.

In 1971 there was some relief when the general consumer tax went up to 4 percent and the Legislature kept our industry's tax at 3 percent.

Unfortunately in 1982, at the end of a special session, the state had a serious shortage in revenue so it wrung us out and raised our tax to 5 percent.

Our association is now researching the possibility about what to do about it by negotiation or litigation.

Adverse Legislation

This is only one of the things our association has been very active in. We have been raising funds to counteract, not only to do something about the high sales tax but also city ordinances trying to use our amusement games as revenue raisers by high license fees.

Our state has a law that says that all you can charge for a license fee is what it costs to administrate it. This is one issue we have taken to task.

We have even gone into litigation with one city that had very high license fees.

Strong Membership

It took a lot of work, but of 125 operators in the state of Minnesota, we have about 105 members. One reason the support is so strong is the unfavorable atmosphere as far as the ordinances and the unwieldy sales tax.

Our association has started a statewide pool league. This has stopped some of the locations from buying their own pool tables because we are doing something for them. It has also created interest among the operators and the people.

You have to be a member of the association to be in the program.

Raising Money

Our association holds an annual convention. The distributors donate equipment, and then we sell tickets to win them.

We also have a used equipment auction once a year. The operators donate equipment. It's usually right after Thanksgiving.

The association does need a lot of money, and I have to say that everyone is cooperating very well which says a lot for the people in this industry.

When there is a need, they get behind you!

Our association also puts on an educational seminar once a year during August.

Gray Area Equipment

Our association headed off the problem of gray area equipment. We went to the

HOME STUDY ELECTRONIC COURSE NOW AVAILABLE

Electronic Institute of Brooklyn announces its complete classroom course for the Video Game Repair Industry is now available on video tape for home study. This includes all material necessary for hands-on troubleshooting work. If you're worried about not having a V.T.R., we'll rent you one for the length of the course.

Also available to home study students is a free Hot line to the instructor.

Our course covers the following

Course Description:

1. Basic Electronic Theory
2. TTL Logic
3. Power Supply (Theory & Repair)
4. Monitor Theory & Repair (B&W, X-Y, Color)
5. Using a digital meter
6. Using a Logic Probe
7. Soldering techniques on double sided boards
8. Microprocessor and memory theory
9. Electronic Pinball troubleshooting and repair
10. Video Game troubleshooting and repair
11. Reading & Understanding Schematics

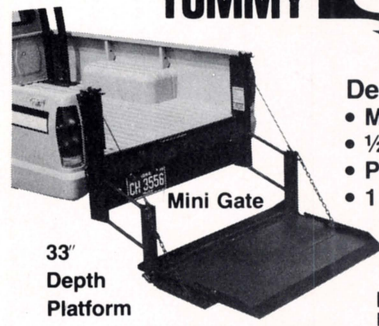
For more information, call collect

(in NY State) 212/377-0369
(out of State) call Toll Free: 1-800-221-0834
or write

100% Satisfaction Guaranteed

ELECTRONIC INSTITUTE OF BROOKLYN
4801 Avenue N (corner E. 48th St.), Brooklyn, NY 11234

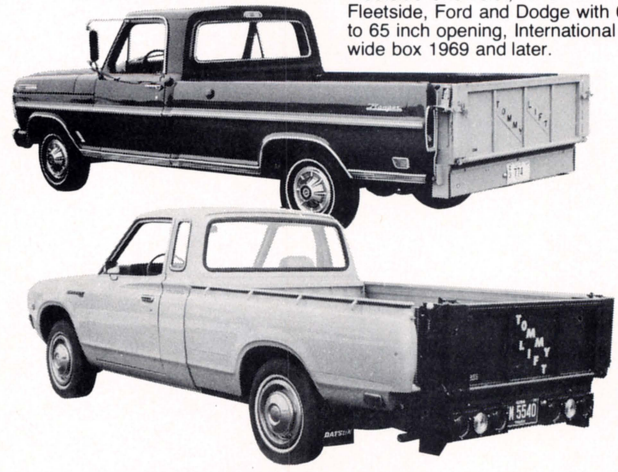
TOMMY GATE



Designed for
- Mini Compact Pickups
- ½ Ton to 1 Ton Trucks
- Pick-ups and Walk-in Vans
- 1 Ton Stake Beds & Van Bodies

33" Depth Platform

Model 64
Fleetside Chevrolet, All GMC Fleetside, Ford and Dodge with 64 to 65 inch opening, International wide box 1969 and later.



WOODBINE MFG. CO.
WOODBINE, IOWA 51579 PHONE (712) 647-2050

attorney general and explained that we did not want to see the gray area games coming into our state.

The attorney general looked at it and by checking the law saw that they were illegal. So all the sheriffs and city police were sent letters telling them what kind of machine it was and that it was illegal to operate it in the state of Minnesota.

Operating these games could just spoil what you have.

Randy Leep
President
Montana Coin Machine
Operators Association

We are fighting city licenses. We are now fighting the poker games issue.

In Montana, poker is a legal game to play, but the state will not put its blessing on legalizing the coin-op poker games. It was left up to the individual cities. This has caused a problem because one city may have them as illegal and the next one has them.

So our association is fighting this on a statewide level. We want them to be legal as gambling equipment only, not as amusement pieces, all over the state. If they can't rule in this way, we would like to see them banned all over the state.

We would like to have a consistency in the state as a whole.

I feel that these games are definitely not amusement games, and in places where they are using them as amusement only should not be allowed.

Membership Goal

We have 56 operators in our state. Out of these, there are 28 members of the association. One of the goals of our association is to have 56 members. With letters and phone calls we have managed to pick up a few new members.

Doggone it, if they are going to operate, they should help pick up the tab.

In this business there are some very good operations and some are badly run. So some of these who are poor businessmen in the first place don't join the association. Joining the association can help them in their businesses.

We have strong support from our distributors. This has helped us have a strong association. We have many of the distributors at our meetings, and they have a genuine concern for what the association is accomplishing.

The operators of our state cooperate among ourselves. It makes things better to be able to call an operator when one of the customers in his area comes to me and says, "Hey you have a problem."

Pool League

We are sponsoring a pool league. Our members hold the preliminary competition in their locations, and then we have the finals in Helena. Our first year, we had 70 finalists, and this year we had over 140. It is extremely successful. It's getting more people in the locations for three hours every night when the league is held.

One thing this had done is get back a lot of locations that had owned their own pool tables because they really felt they were missing out.

Fund Raisers

If the association has a special need for money for lawyers or whatever, we get on the phone and just ask the members to send money.

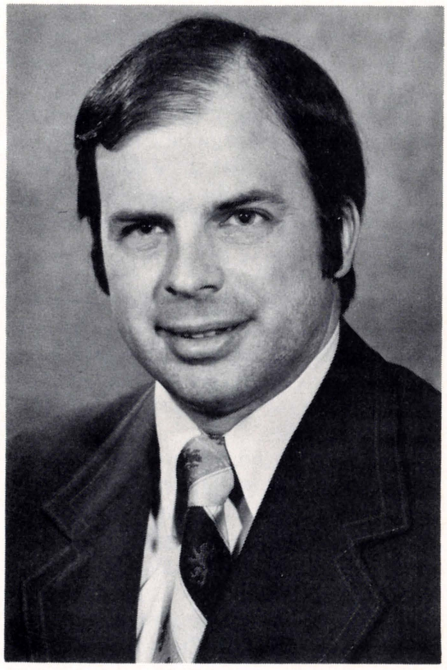
At our convention this year, we sold tickets for a fund raiser. We gave half of what we sold to the winner and the other half to the association.

We have plans to work on some projects to bring new interest to the association.

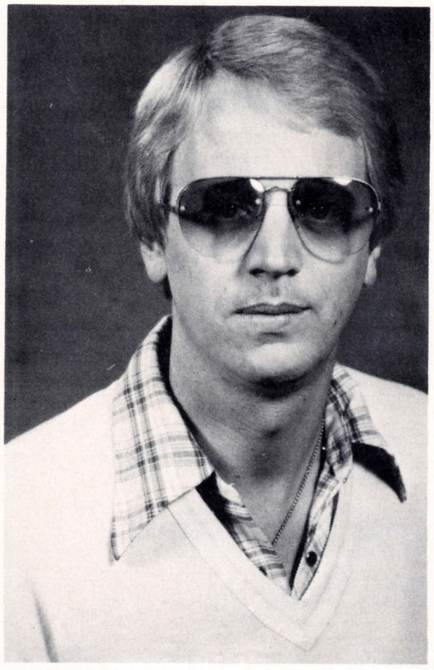
Advice

I can't see how a group of operators in any state can get along without an association. It's just got to be costing them money. You just cannot go fight legislative bills by yourself. Chances are you aren't even going to get listened to. No one can fight by himself.

Having a strong association improves the image of the industry. It also makes people who are very important in running a state very aware of what the industry is all about, what we are doing, and that we are not a bunch of kooks out to rip off the public.



Walter Maner—Many city councils are very receptive to listening to the state association and hearing what is going on in other cities.



Randy Leep—You can do more with numbers of people than you can do by yourself.

Howard Herman—One thing our industry needs more than anything else is a complete, massive undertaking of public relations.

They must be aware of the fact that we are small businessmen, and until the government is aware of this, we are going to get eaten up with taxes and licenses.

The industry has an image problem, and the associations are a plus in bettering the image of the industry as a whole.

You can do more with numbers of people than you can do by yourself.

Image

We are constantly fighting the image problem. AMOA has sent out some brochures to be used to show that the industry is not bad. I have been sending these out with every check I write. It is a chance for people to read about the industry and maybe put some good thoughts in their heads.

We are going to be showing the Atari film at a meeting at the Rotary Club and also to the Lions Club.

Howard Herman
President
New York (City) Music and Amusement Association Inc.

The legislature has been trying to put a state tax on all video games, pinballs, and jukeboxes. This has been proposed since last year. We were able to defeat it with the help of a good lobbyist.

Every week there is a rumor that some congressman wants to impose a state tax. We defeated this sales tax as did New Jersey and Delaware, and some other eastern states.

We were able to defeat this on the basis that it is punitive, and it becomes a gross receipt tax because of the fact that it is not collectible by us. In other words, if someone puts a quarter into a machine and they impose a sales tax, it will be coming out of our pockets because there is no way we can pass it on to the consumer.

In a cigarette machine, the price can be raised (There was recently a new 8 percent tax imposed.). But you are talking about a tangible item, a commodity, so you can pass that tax on to the consumer by raising the price.

But with video games you can't raise the price to 28 cents in order to pass on the tax to the consumer.

Talking To Legislators

Our association has approached the various congressmen, senators, etc. But we are only a small cog in a big wheel, and it is very hard to get through to these people.

People tend to be unaware of the real problems of this industry. If I sit down with a group of doctors, lawyers,and even bankers, when they find out I'm in the coin-operated machines business, they immediately think I'm making millions.

Here we are still at a quarter per play, and we don't have a way to raise that. Because even if we went to 50 cent play, it would probably hurt the industry more than help because of the way things are now.

Operator Support

Our support from our operators isn't what it should be. If we defeat a tax bill, then we are the greatest. But if an operator is looking for an excuse not to join the association, he says, "But what has the association done for ME lately?" They tend to forget what it has done in the past.

It takes a lot of money to fight the legislation. But members don't realize this and don't support the association like they should. We call meetings, and maybe only 40 members show up when there should have been many, many more.

As hard as it is today to collect money for charity, the operators put our association after charity.

The support of the distributors is important, but we don't have the strong support of the distributors.

Copyrights

Our association has gotten involved lately with the copyright issue. There have been games seized in the state because of the copyright law, and many operators have called asking us what we, as the association, plan to do. We are looking into that issue right now.

We were forced by the federal government in an anti-trust suit to sign a consent decree to ban us from boycotting locations or setting prices. So we can't get involved with individual locations no matter how much trouble that location may be causing.

In one case I was approached by the City Council, and they said that a particular location had a bad drug problem. I did cooperate by pulling out the machines, but the drug problem continued. So I proved that the machines weren't the reason for the problem. The kids then gathered in a park around the corner.

Unfortunately, there is a lot of politics involved in making some of the laws. One example was a city wanting to ban games

MONEY HANDLING AND PAPER SHREDDING MACHINES

Sales
Service
Rentals
Parts

Serving
Banks—Schools
Vendors—Churches
Municipalities
Laundromats

All Types
New—Rebuilt
Customized—
to Meet Every
Requirement

Since 1925 **Immediate Delivery**

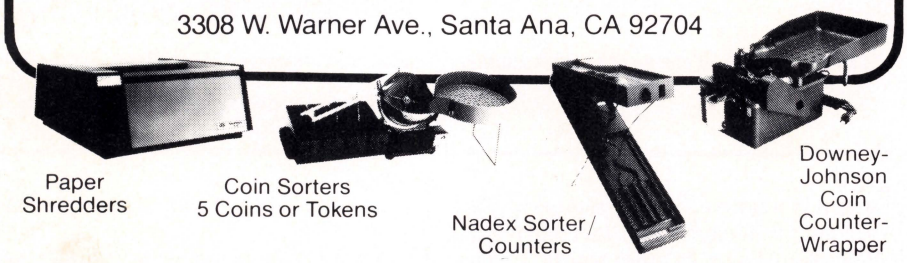
Call Collect

In California **(800) 421-0921**

Nationwide **(800) 762-7057**

LYNDE-ORDWAY COMPANY, INC.

3308 W. Warner Ave., Santa Ana, CA 92704



Paper Shredders

Coin Sorters 5 Coins or Tokens

Nadex Sorter/ Counters

Downey-Johnson Coin Counter-Wrapper

games service immediatly

We Cater To All Your

Coin-operated Amusement Needs!

Game Sales International

* Immediate availability of Top Earners
* Excellent used and reconditioned equipment
* Expert service and board repair
* No knock-offs
* Lowest Prices

GSI **Game Sales International**

For price quotes — Call Sandy 201-964-5230

in general. It had the president of the senior class get up before the council and say that the kids did not like the games.

Then the senior class wanted more parking area for the school, and the council told them that since they had been so cooperative with the council they could get the parking they had requested!

PR Campaign

There has been so much adverse publicity about how games are habit forming and are bad for the kids. Even though it has been proven that it is not true, it's still hard to open some of the closed minds of these legislators.

One thing our industry needs more than anything is a complete, massive undertaking of public relations. There isn't even enough money in the country to do the type of public relations that needs to be done.

Parents blame video games on many more problems than they really cause, and it will take more good publicity. We always seem to be coming from behind and are always on the defensive about the games.

The instance where the boy died from a heart attack at a video game brought all the notoriety. But the millions of kids who play them and have fun do not make headlines.

Fighting City Hall

When we go to a City Council meeting, we try to go as a group and go prepared. We want everyone involved to know what is going on and the facts instead of hitting cold. We go in a professional manner and try and make ourselves presentable.

Advice

We can hope that the manufacturers will be more reasonable in pricing of games. And we can hope for strong public relations.

One gripe from the operators is the home video cartridges should not be put on the market so soon after the coin operated piece is introduced.

Mayor LaGuardia took all the slot machines and had them smashed and swore there would not be any slot machines as long as he was mayor. So far there hasn't been any.

Then came roll down games, and then those were outlawed. The first pinball games were introduced with no plunger, and after a year and a half, those were outlawed.

Then came jukeboxes, and we know what's happened with those. They are trying to put us out of business with those. We are still in court over that.

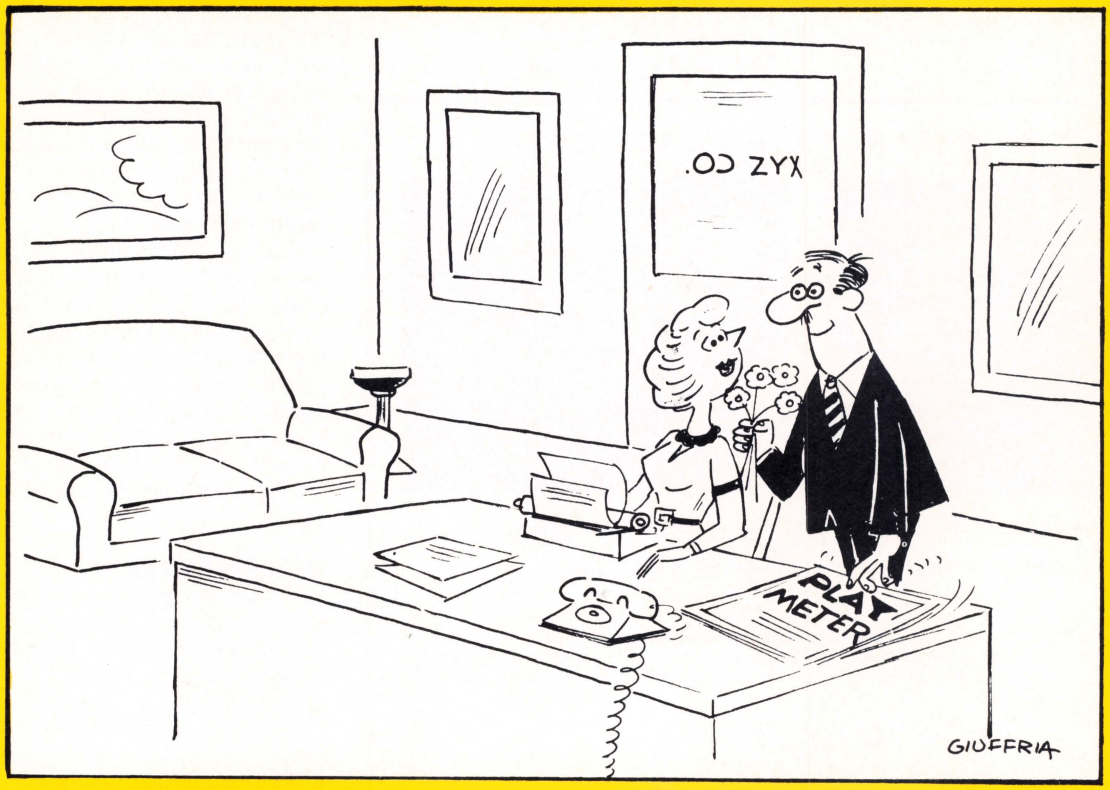
So now here we are with our video games, and we are fighting for our rights over those.

We, as the association, cooperated with the city on putting a moratorium on arcades. We thought if we cooperated that they might cooperate with us a little. So things are still pending in New York.

STRATEGIES

for making sure you get to read your own copy of PLAY METER

Strategem No. 5 in a series: Office bribery...



Bribe the secretary with dinner and dancing so you're sure of getting the copy when it comes.

or...

You can fill in the coupon below for easy, direct delivery of *Play Meter* to your home, twice monthly.* Send check for only 50^{00} for 24 issues!

.....

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Check one

☐ Operator ☐ Distributor ☐ Manufacturer ☐ Support & Supply ☐ Other

Please allow 4—6 weeks for receipt of first issue.

Outside U.S. and Canada: 150^{00} air mail only.

Send to: Play Meter magazine, P.O. Box 24170, New Orleans LA 70184

Bunky Bynum
Past President
North Carolina Coin Operators Association

As is probably the case in most states, our association has been fighting unfair legislation.

We really do have very strong support from our operators. When the last legislation came up, we signed up about 40 new members because they started getting concerned because they realized what can happen so quick.

A group can do things that an individual operator just can't do. You have to have the power behind you.

Many of the operators who have just been laying back have waken up, and we will be seeing a lot more new members whenever new legislation comes up.

Government Wants More

All of the governmental agencies are screaming for money so when they see on the news and read in print how you can get rich with the new games, they look upon it as a new source of revenue.

We understand that we owe the government some money, and we don't feel that we are being unreasonable with them. But on the other hand, we don't want them to be unreasonable with us.

One problem we have had is the gambling equipment that is legally operated down in South Carolina. Our state looks at the $250 per machine tax that they pay and figure that we should pay that amount also. They don't realize that they make more money on the gambling equipment so the fee might not be as outrageous down there.

But since we only have amusement games, the fee would be too excessive. They figure that one video is like another only one has cards and one has Pac-Man.

Good Things

Our association plans on using a film that Atari has put together. This can be used for various Atari-approved organizations to show that the games are not harmful. It's a way of promoting some of the good things about the industry.

Every operator should get involved with his association. When something comes up, you are going to need strength.

You have a lot of people writing the legislation that really don't know anything about the industry. They only believe what they hear, and so much of it is that this is a millionaire's game.

So we, as an association, try to get to the people who present the legislation and explain our industry to them. This includes the difference between the gray area games and the amusement video games.

Game Seizures

In 1967 the government only allowed pool tables and jukeboxes. All other games were seized. It was all started over gambling games. Every time a game is brought up it's an old gambling game.

We're just scared to death that if they come into the state again, that the PTA and various groups will get together and take all of our games away—again.

Craig Johnson
President
Utah Amusement and Music Association

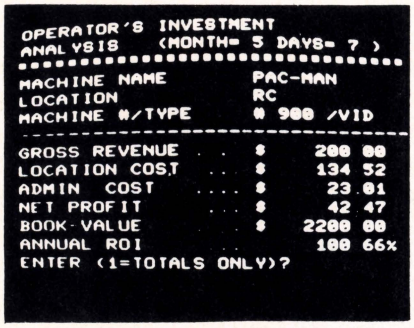
In the last year and a half, we have been hit steady by just about every county and major city with legislation. One major city almost doubled the sales tax.

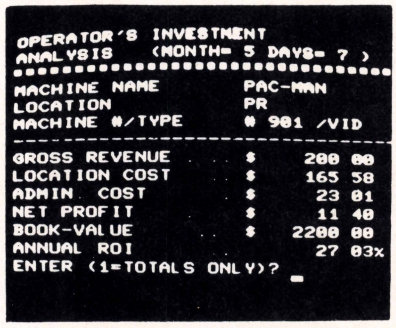
In everyone of these instances, our association has been able to go in and come up with an ordinance and regulation that they can live with, and we can live with. And because we did our fighting in the name of the association, they were willing to listen and tried to understand our position.

In Salt Lake City, we talked with the officials concerning a proposal they intended to make. Now they have agreed not to push as hard as they had originally intended.

In one city there was panic at the city council because of a deluge of arcade applications. We spoke with the officials

BECAUSE THINGS ARE NOT ALWAYS AS THEY APPEAR...





YOU NEED THE OPERATOR'S INVESTMENT ANALYSIS COMPUTER PROGRAM!

Two *Pac-Man* machines with the same Revenues but things are not as they appear. The machines are very different when you look at the Profits generated and the (ROI) Return on Investment. Since Revenues do not tell the whole story you need the Operator's Investment Analysis Computer Program. . .

NOW YOU'LL KNOW. . .

- Which Locations Are Producing Profits
- Know The Profit Of Every Machine At Every Location
- When To Pull Out Of A Location
- Which Machines Have A High Return On Investment
- Which Machines Are Losing You Money
- Which Machine You Need To Buy More Of
- When To Rotate Machines
- When To Dispose Of Low Profit Producing Machines
- Which Machines Have a Low Return On Investment

THE OPERATOR'S INVESTMENT ANALYSIS COMPUTER PROGRAM is the most advanced management tool available to the amusement operator today. Not an accounting system the OPERATOR'S INVESTMENT ANALYSIS COMPUTER PROGRAM will aid in management decisions regarding equipment. The program will work for arcade operators as well as route operators.

The OPERATOR'S INVESTMENT ANALYSIS COMPUTER PROGRAM is designed for the TRS-80 series of Radio Shack computers. The OIA Computer Program comes complete with instructional books and cassette tapes plus consultation by the trained professionals at INNOVATIVE MANAGEMENT CONSULTANTS.

You can own the Computer and the OPERATOR'S INVESTMENT ANALYSIS COMPUTER PROGRAM all for less than the cost of a video game. Send the coupon below for a complete detailed brochure of the OPERATOR'S INVESTMENT ANALYSIS COMPUTER PROGRAM or call collect 512/396-3330.

Please send me more information on the OPERATOR'S INVESTMENT COMPUTER PROGRAM.

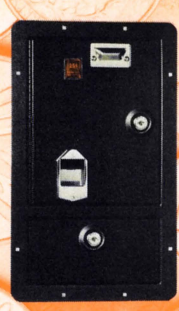
Name _____
Company _____
Street _____
City _____ State _____ Zip _____

INNOVATIVE MANAGEMENT CONSULTANTS
611 La Rue, San Marcos, TX 78666

INTRODUCING

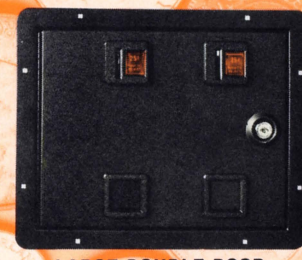
A Classy New Face for the Coin Mech Family

SMALL DOUBLE DOOR



IN-LINE DOOR/CASH DRAWER

IN-LINE DUAL DOOR



LARGE DOUBLE DOOR

FACE PLATE

The textured look is in the steel ...instead of the paint... for long-lasting good looks.

Now Coin Mech quality crafted mechanisms have a quality look to match.

The wear-ever texture is compressed into the metal so that our face plates and doors will match—at the beginning or end of the paint run. No more quality control paint problems! In addition, all models feature an embossed lock guard to protect against vandalism.

Ruggedly handsome, the durable Coin Mech look is offered to both manufacturers as original equipment and to operators for replacement in the field.

Available with traditional mechanical mechs or the new Coin Comparitor® electronic mech.

Call or write for further information.

COMING SOON
The Revolutionary
COIN COMPARITOR®
The World Premier of the Premier Electronic Coin Mechanism

Copyright 1982 Coin Mechanisms, Inc.

COIN MECHANISMS INC.

817 Industrial Drive, Elmhurst, IL 60126
Phone 312/279-9150

For over 30 years,
Quality-Accuracy-Experience
in Coin Mechanism design for the Amusement Industry.

and agreed that there was a problem and agreed to talk.

We don't go in with the self-rightous attitude that our industry doesn't have problems. Even we know that there are problems within the industry. We sincerely want to help the city councils with the problem.

Explain The Industry

Many of the laws are written out of ignorance. So our association has made a concentrated effort to sit down with city leaders and explain the industry from operators, to distributors, to manufacturers.

At one city council meeting, it was brought to our attention that one particular location was bringing heat down on everyone else. He had no rules for the arcade. Kids were smoking, drinking, cursing, and playing during school hours.

One of the board members of our association was the operator for that location so he had a serious talk with the owner. But the owner refused to clean up his act.

The operator then pulled his machines from the location, and at an association meeting, informed the other operators what he had done. The other operators agreed not to place their games in the location.

This is one way the association has tried to help the cities by patroling our own industry.

Impact On Cities

It's so obvious with the number of players playing the games and the amount of juveniles spending their time on the machines that our industry imposes quite an impact in any community. The associations have to be prepared to help the cities deal with that impact.

Our industry is in the public eye right now, and that in itself makes us very prominent.

The bad things make more of an impression on people than the good. There can be 10 beautiful arcades, well-kept, etc. But one dump of an arcade will be the one the PTA and civic groups will bring up every time in arguing against the video games.

Fighting Alone

A single operator without the association behind him can sometimes cause more harm than good. An example in Utah was an operator who went to the city council and threatened to sue them if they imposed a certain ordinance that was in the works. The city council called us, and we invited that operator to one of our meetings and told him to lay back and the association would handle it. (Although he was not even a member of the association.)

Well, believe it or not he really did sue the county. That left a bad taste in the mouth of the officials and they were ready to hammer all of the industry. And as we are all too aware, they can do it if they want to.

The operators must be willing to form together and get behind the association. If your state does not have an association, then get 10 operators together to be able to go into a city council meeting with some credibility.

Advice

It is extremely important that your association have credibility. You're not there just to fight with authorities but to work with them. They are imposing these laws because, in many cases, they honestly believe they have a problem. If we can't solve the problems, they will. And if they do, it's going to cost us.

Operators can't take the attitude that they don't operate in a certain community so they don't care what happens. In this industry, there is a chain reaction effect. Things happening in other counties, cities, and states can affect your business.

Our members even benefit from sharing collection reports with each other. If I want to know about a new game, I can call one of the board of directors. Chances are one of them already has the games on location, so he can tell me about how it's doing, maintenance problems, or any other information. I've encouraged other members to take advantage of this type of information.

I would really like to see operators all over the country get involved with their associations to see what benefits they are overlooking by overlooking the association.

AMOA: the common denominator

Leoma Ballard
President
Amusement and Music Operators Association

The AMOA is a committee oriented organization run by the operators. It is an operators' association run by operators for the operators.

AMOA is on the move and trying to adjust itself to the problems. But, of course, no one association can handle all of the problems that operators are facing. That is why we depend on the state associations to inform us of the problems in the various states that can affect the whole industry.

The three national associations (operators, distributors, and manufacturers) have joined forces to put out a handbook for the state associations. Although there is no way that any one person can spell out what is good for everybody, we feel that this is a guideline, a tool to work with. It's a starting point to give the know-how about what to do and how to do it.

AMOA does not dictate to the state associations, but it can provide the tools for them to use. AMOA cannot fight local battles, but by providing these tools local operators can fight their own battles. It is possible to be aware of problems and not know what to do about them.

Information Network

The AMOA has taken a positive move to feel the needs of the operators. We are trying to establish a network among the state associations to provide them with helpful information. It will be a source of information for the states. The legislative problems in every state have created the need for AMOA's network of information.

AMOA also has a legislative program and the state associations will be receiving announcements on that. The only way to get relief from some of the laws and ordinances whether on a state or national level is to be united.

AMOA is planning on taking a much more positive approach toward the copyright problem. It's an old problem, but it needs a new approach because the old approach did not work. The approach will be different by getting everyone involved in every state.

Mislead Public

There are many problems occuring on a state level. With federal money being cut back, cities are looking for money that the general public is not aware of—a hidden play—and we are the prime target right now. The public has been greatly mislead on the money that this industry earns. The operators are taking the brunt of the legislation going on right now.

This is one of the reasons that associations are so important. There is frustration on all levels of the industry from operators to manufacturers because of too much happening too fast. The need is there for operators to support their associations, and the operators are trying to fill that need.

The operators that don't belong to their association are riding on those who support the association. Joining your state association could very well be the best investment you will make. The associations could be so much more effective and could do so much more with strong support.

AMOA has and wants to fulfill what it is: the common denominator for state associations. Our industry needs to face the problems and then work its way up.

YOU SHOULD HEAR US NOW!

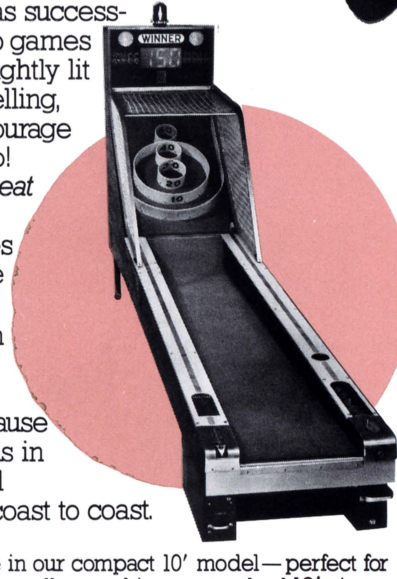
For years you've heard about and depended on the reliability of the old, original Skee-Ball alleys.

Today, we're still making waves in the industry. This time with sound.

In fact, *Audio Skee-Ball* has successfully entered the world of video games in a blaze of flashing lights, brightly lit digital scoring panels, and compelling, stimulating sounds created to encourage more active play. And play they do!

As a game of skill *that can't be beat* combined with the opportunity to win great prizes, Skee-Ball continues to hold the competitive edge in the flashing universe of new games.

And if you haven't seen our advanced, microprocessor-controlled models ... listen up. Because you'll soon be hearing us in amusement centers and entertainment facilities, coast to coast.



SKEE-BALL

Manufacturers of superior Skee-Ball alleys of outstanding performance and consistent quality for over 65 years.

Skee-Ball, Inc.
8th & Maple Sts., Lansdale, PA 19446
(215) 362-0300 Telex 846-072

Audio Skee-Ball also available in our compact 10′ model—perfect for taverns, rec rooms or shopping malls—and in our standard 13′ size, 4-player model for highly competitive play.

PT-111

ROCK-OLA'S®

EYES™

LOOKING GOOD & PLAYING GREAT!

Rock-Ola's newest video game plays for keeps.

®Rock-Ola Mfg. Corp., 800 N. Kedzie Avenue, Chicago, Illinois 60651 phone 312-638-7600

The Prize is winning

By Mike Shaw

With the great video boom of the '80s comes the impression that anyone can make money. As a result, video games are being offered to the public through the most unlikely sources.

"I'm gonna get me a coupla them videos games and retire," a New Orleans French Quarter bartender recently said.

Where he'll get those games is anybody's guess. Most established distributors also have established reputations for not doing business with just anybody off the street. Those policies are justified for a variety of reasons, but often they send an uninformed buyer to a source who will sell him an unreasonable view of the industry along with the video games.

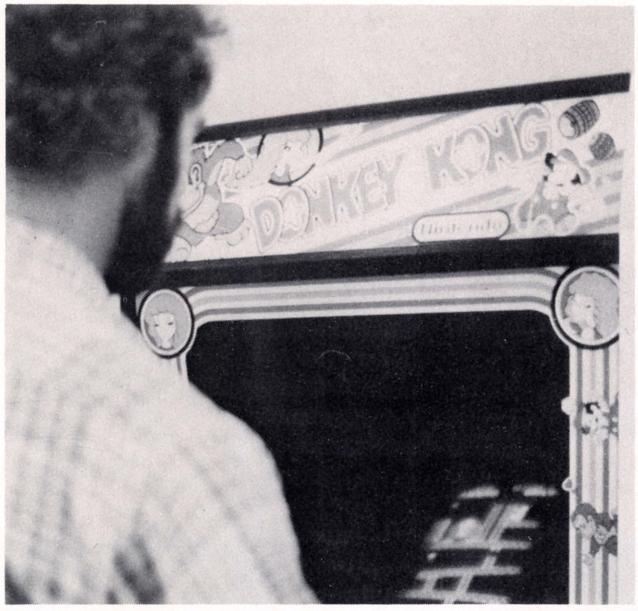
"I would probably make the same mistake again," explained an angry East Coast investor who had lost several thousand dollars after being duped by a "blue sky" sales pitch. "I went to the distributor here, but he was not particularly interested in doing business with me. He sat there in his T-shirt, puffing on a cigar, and asked me how many games I was going to buy.

"But this guy (the blue sky boy) was dressed in a three-piece suit, worked out of a beautiful office building, and was really anxious to get me everything I wanted."

Initially, business opportunity (blue sky) video game sales companies deal only with second line products, games that were either vague imitations or downright pirated copies of more popular coin-op concepts. But now, even video game biz op folks are selling the hot ones. They get them from distributors, just like other operators do, and pass them along to the unwary with golden promises and inflated prices.

Tim Prize, president of Vending Alternatives Inc., is spreading the truth about blue sky video game salesmanship.

Debbie Lopez, Vending Alternative's secretary, designs and places Prize's "SCAM" ads.



These investors paid too much for these games to a blue sky salesman, but now hope to recoup some of their losses as participants in the Space Cadet Arcade.

In all fairness, not all biz ops are bad guys.

Biz op service provision

Larry Fisher, who sells video game business opportunities to investors in the Miami, Florida, area, said he uses the biz op approach because the money he makes from selling games to investors provides much needed cash flow for his own operator business. His firm, Video International Distributing, avoids the evils generally associated with biz op folks, he contends.

His game price, about $3,000 per machine, includes a service provision and a location for the investor. He is able to help investors get financing, and above all, he does not overstate the potential earnings of the games.

Perhaps the most important clue consistent with Fisher's statements about his company is the fact that he does his business locally. He can't run away from his customers if the heat is on.

Although the biz op way of doing business has found some validity for itself and some substantiation for its continuance as a viable part of video game sales, it is still true that the predominant number of firms circulating the country selling video game business opportunities to unwary investors go about it with less than honorable intentions.

At home in the Rockies

For whatever reason, many of those firms have found some degree of success at the foot of the Rocky Mountains. Denver, indeed, has been prime territory for most, if not all, of the biggest video biz op firms operating in the United States.

That is until recently. Tim Prize's scheme of advertising against the biz ops has been paying off, creating such a ripple of awareness that the number of video biz op firms operating in Denver has decreased from about fifteen to four.

Tim Prize is president of Vending Alternatives Inc., a Denver operation that adorns its stationery with its

Investors' frowns turn to smiles as they get their games out of the basement and into the Space Cadet Arcade.

motto: "The truth is the truth regardless of any man's ignorance or refusal to understand."

When Prize began losing locations toward the end of 1981, he discovered his games were being replaced by games that carried a 70 or 75 percent split to the location owner. Biz op dealers were securing locations by this and other means so that they could advertise location availabilities and attract investors.

The violations of good business mounted. Biz ops were selling *Pac-Mans* for as much as $4,700. They were taking deposits and not delivering on their promises or, in some cases, their games. Selling or leasing games on the basis that the firm keeps the keys, at least one firm sold a single game five different time, Prize told *Play Meter*.

When Prize had all the biz op fraud he could take—he said it was reflecting upon his industry—he took measures to supply as much truth to investors as he could, hopefully before they invested.

He took out ads in Denver's daily, the *Rocky Mountain News*. The ads still run in the business opportunity section next to the very biz op ads they warn investors about.

Whose profit?

"Video machines not only take in quarters but also unsuspecting investors," one of Prize's ad reads. "When you deal with companies that offer business opportunities with large profits, the only profit is in their markup. For your information, the average video cost is $2,700. INVESTIGATE BEFORE YOU INVEST. Call 425-4738."

When the unwary call, Prize does his best to correct any misinformation they might have received from the biz op dealers. And they do call. Prize said he gets about 20 calls a week from prospectors as well as clients of the biz op firms who have been burned and want help to get redress.

At first, Prize's efforts were met with some resistance. The newspaper was hesitant to take ads against its clients, and it took Prize several months before he convinced the classified ad staff to give him the placement he wanted. But eventually Prize drove home his point with the help of several actions from the district attorney's office against biz op firms and coverage of the scams by Denver's Channel 7 newsman Joe Penington.

Prize tries to be succinct in his ads, pointing to the flaws of the biz op approach.

SCAM II

The cost of a phone call may Save you thousands. Before you get caught in the VIDEO SCAM with a fast talking non-professional working out of his home, car, hotel, or arcade, call with questions you have. The answers are free.

"A number of companies offering Video Games placed in arcades and locations as an investment are stealing thousands of dollars in exorbitant markups, percentage of your profits taken for service, non-delivery, bootleg equipment, and other outright misrepresentation," reads Prize's ad titled SCAM XIV. "Don't let this happen to you."

Others track the history of the busy biz ops in Denver.

"Public Notice," reads SCAM XXII. "This is not a SALES AD, but a warning that companies offering video games as investments have taken thousands of dollars from unsuspecting investors in the Denver market. Don't be the sucker they are looking for."

Another points out the absurdity of the biz op offers.

"What do companies that offer VIDEO GAMES as an investment have in common with the Easter Bunny, Santa Claus, and the Tooth Fairy???

"They all live in a fantasy world!!! When it comes to someone projecting your profits, investigate before you invest."

Help for victims

Prize has carried his activity beyond the newspaper ads. When burned investors call to bemoan their losses, Prize sometimes offers to help get their money back. In one such instance, Prize got back a $10,000 down payment from a biz op salesman who was having problems evading his angry investors.

"When we showed up at his arcade to get the money back, he sent another guy out with the cash," Prize explained. "That guy explained his friend wasn't in very good shape. Another investor had come by the night before and broken both of his arms."

Prize said that the biz op people have flooded Denver with so many games they have left many investors with no place to go to place games they are stuck with. So drastic is the equipment glut in the area, that one Boulder Arcade decided to take advantage of it by taking in games at an entry fee of $500.

But Prize is even going so far as to help bilked investors out of their financial depression. On September 13, the Space Cadet Arcade opened in Denver, featuring 30 games owned by almost as many biz op clients.

"At least they're getting the games out of their basement," Prize said as the excited video game owners showed up for the grand opening they dreamed of but thought would never materialize.

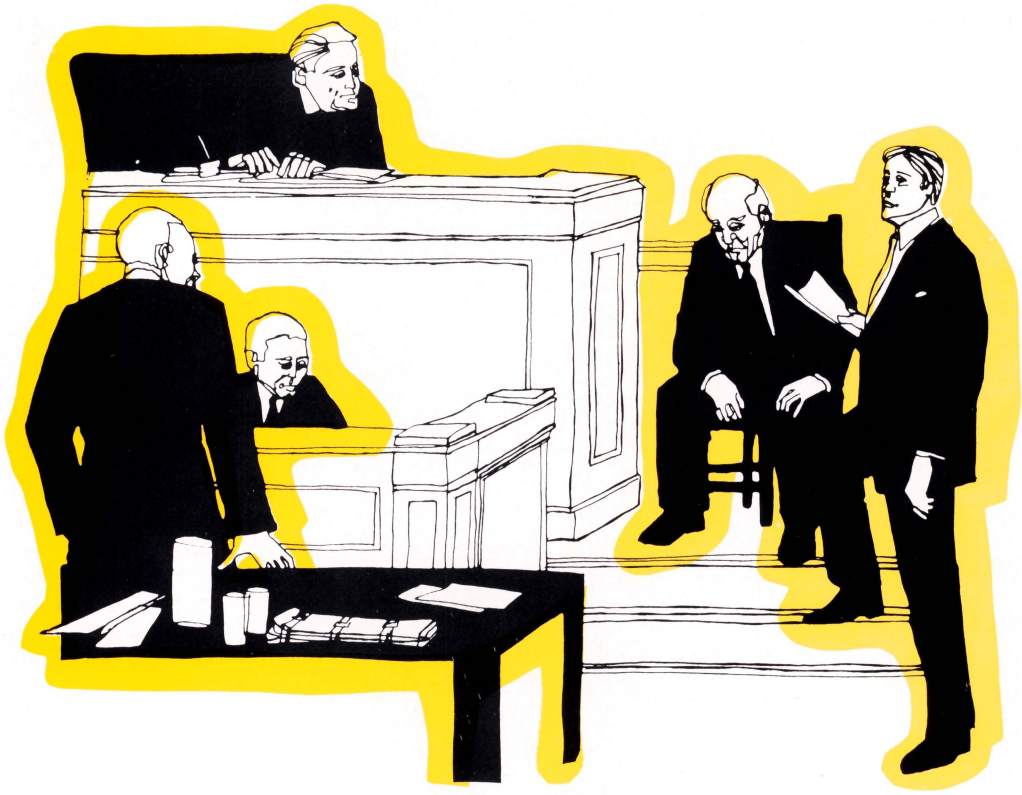
Prize figures he spends about $500 each month on anti-biz op ads. But he's not spending so much time moving equipment out of locations these days, and the ads have even brought him some business that would have gone to the biz ops. Right is might. •

Mali

The Henry W. Mali & Co. Inc.
257 Park Ave. South
New York, NY 10010
(212) 475-4960
Call Toll Free: (800) 223-6468

Billiard Cloth

Style 820—Plain, Style 920—Backed
Fabrics developed specifically for coin-operated tables.
Available through your distributor.
Write or call for color card.



Court upholds location contracts

By Harold I. Gould and Laurence D. Merritt

Suppose you have a written contract with a location. If the owner of the location arbitrarily kicks you out, does it pay to sue?

That question was answered with a resounding "yes" by the Los Angeles Superior Court in a recent case. A client was given judgment for the entire 50/50 share he anticipated taking in over the remainder of the contract term. Additionally, the court awarded attorney's fees amounting to approximately 80 percent more.

The central issue to the lawsuit was how much an operator is entitled to recover from a location that unjustifiably breaks a contract. Operators are vitally concerned with this question. When an operator signs up a new location, he expects that he is going to make a certain amount of money during the life of the contract.

The negotiations engaged in by an operator with the location owner are doubtlessly conducted with that end in mind. Furthermore, in reliance upon the contract, an operator may purchase equipment for the new location.

It was with these factors in mind that a case was prepared seeking all of the money the client could reasonably have expected to take in over the remaining life of the contract. The evidence used included collection reports showing how much the client had been earning from the location prior to the breach. An average weekly figure was calculated. The number of weeks remaining on the contract at the time of breach was determined.

It was argued that the client could expect to have continued to earn the same weekly average amount during the remaining term of the contract. The total damages would therefore be equal to the average weekly revenue times the remaining weeks on the contract.

The Superior Court accepted this formula in the case. However, Gould & Merritt also had to overcome two other concepts by which the location sought to have the operator's damages reduced.

The first relates to the concept of "gross profits" and "net profits." The general legal rule is that a plaintiff is entitled to a judgment only for his net profits. They are calculated by deducting the plaintiff's operating expenses from gross profits.

The lawyers were successful in convincing the court to disregard the general legal rule. The evidence showed that the operator's expenses were relatively fixed. That is to say, he would have had to pay the same salaries, rents, and other usual expenses regardless of whether he had to service this location or not. Thus, for the purpose of calculating damages, gross and net profits were considered to be the same. This meant that the operator got judgment for the full amount of his anticipated income.

The second concept relates to "mitigation of damages." The defense argued that the operator was really not suffering any damages because he could place his equipment at another location and make the same profits. The application of such a rule would make contracts hardly worth the paper they are written on. It would mean

the only damages recoverable would be for the few days it took to place the equipment elsewhere.

Lawyers successfully argued to the Superior Court that that was just not right. If an operator can sign up another location as a new customer, the location that breached the contract is not entitled to the profit from the new location. If an operator has 10 locations, he is entitled to the profits from all 10. If location No. 9 breaches, it should not be able to claim that the operator has suffered no loss because he can substitute the profits he will obtain from location No. 10.

There was a real likelihood that the court would apply the mitigation of damages rule to the case. That concept is regularly used to mitigate damages in lease cases. Many location agreements bear a striking similarity to a lease. Gould & Merritt do not believe they should.

Winning a lawsuit, however, entails more than simply proving the amount of damages. You must also prove that it was the location and not the operator who breached the contract.

In this case, the defendant asserted the two most common defenses found to exist in location lawsuits.

The first was that the operator failed to service the equipment properly. The evidence demonstrated that that was definitely not so. The operator has a 24-hour telephone service with a fleet of radio-dispatched mechanics. The average response time to a customer's complaint is from one to two hours. The client's testimony also stressed the fact that he loses money whenever his equipment is out of operation. He has a great incentive to insure that his games be kept in operation.

The second defense was that the owner of the location did not understand the contract. He was of foreign extraction and claimed to be unable to speak, read, or write English well. California law rejects this type of defense. A businessman cannot sign a written document with his eyes closed. If he is unable to understand it, he must get someone in whom he can place his confidence to read and interpret it for him. If he signs it not knowing what it says, he is bound by its terms. He assumes the risk.

It has been Gould & Merritt's experience that when a location attempts to breach a contract, it can most often be convinced to mend its ways without a lawsuit. A lawyer's letter is usually sufficient.

In other instances, the initiation of a lawsuit followed by a Writ of Attachment is enough to result in a favorable settlement. What is a Write of Attachment? Before there is a trial, if a judge thinks someone will win a case, he allows him to seize some of the defendant's property as security for judgment.

The lawsuit discussed in this article is an example of one of the very rare occasions where the client was forced to go all the way. The case is significant because it reaffirms to the world that an operator is entitled to his profits.•

Gould & Merritt law firm is located at 1888 Century Park East, 6th Floor, Los Angeles, California 90067. Harold Gould has served as Judge Pro Tem of both the Los Angeles Municipal Court and the Beverly Hills Municipal Court.

Laurence Merritt has been appointed as court mediator by the Los Angeles Superior Court and to the Panel of Arbitrators of the Los Angeles Superior Court.

If you have any legal problems or questions about your business, please contact Gould & Merritt.

EXPORTING? . . . Tokens Are The Answer.

Copyright © 1982

Van Brook of Lexington, Inc.
P. O. Box 5044 • Lexington, Ky. 40555
Area Code 606 • 231-7100

Phone or write for catalog & samples

PUZZLE ANSWERS By David Pierson

4 × 5 = ~~20~~ 10??

(Solution to puzzle in Nov. 1 issue of **Play Meter**, page 71)

Henry W. Smith always believed a little ingenuity and imagination could go a long way—especially in the arcade business.

Against the advice of his friends, he opened an amusement center in River City but with only enough capital to buy 10 games. Yet ingenuity was the key, he figured. So he arranged the 10 games in a novel configuration to make it appear to his customers he had more games in his arcade than were actually there.

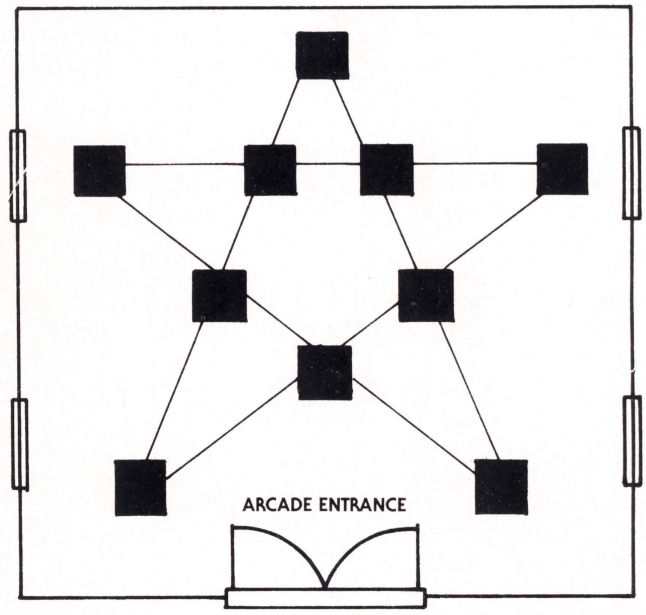
How did he do it?

With mirrors, you say?

Nope.

Henry was hardly an illusionist. He arranged his 10 measly games in five rows of four games each. That way, no matter which row a patron went down, he always had a row of four different games asking for his quarters.

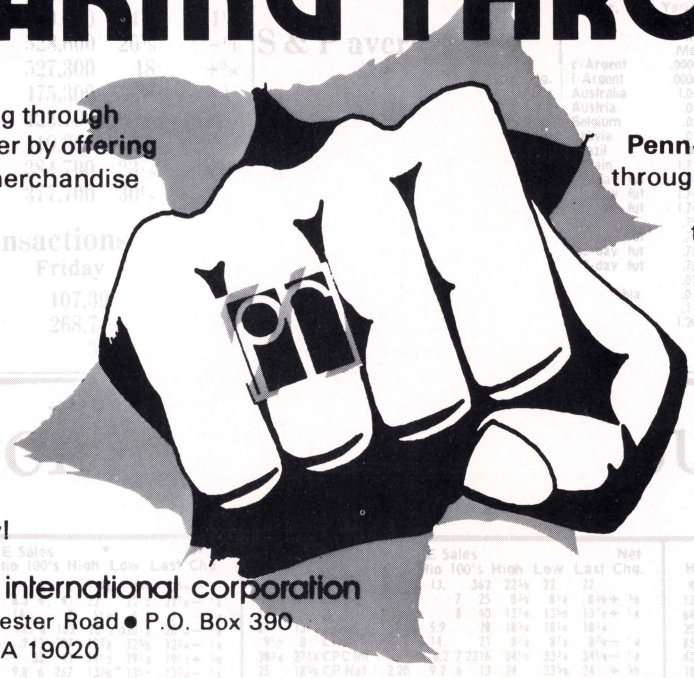
It must've worked because his amusement center was quickly filled with playing customers who always insisted there were more than 10 games in the place.



BREAKING THROUGH!

Penn-Ray is breaking through the inflationary barrier by offering the highest quality merchandise at the lowest prices.

During the last ten years, **Penn-Ray** has gained a reputation throughout the amusement industry as a proven winner in the supply house price wars.



So breakthrough!
Go with the winner.
Call **Penn-Ray** today!

TOLL FREE
1-800-523-8934

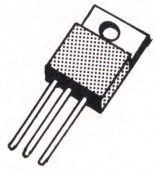
IN PA
1-215-638-4720

TWX#
510-667-1537

penn-ray international corporation
1705 Winchester Road • P.O. Box 390
Bensalem, PA 19020

At **Penn-Ray**,
low prices are born here
and raised elsewhere!

JUST LOOK AT THIS BUY!



SE9302 POWER TRANSISTOR

STK.# 17-21771

ONLY $ .77 EA. L/12

Mail Order Electronics · Worldwide

Jameco ELECTRONICS®

JE664 EPROM PROGRAMMER

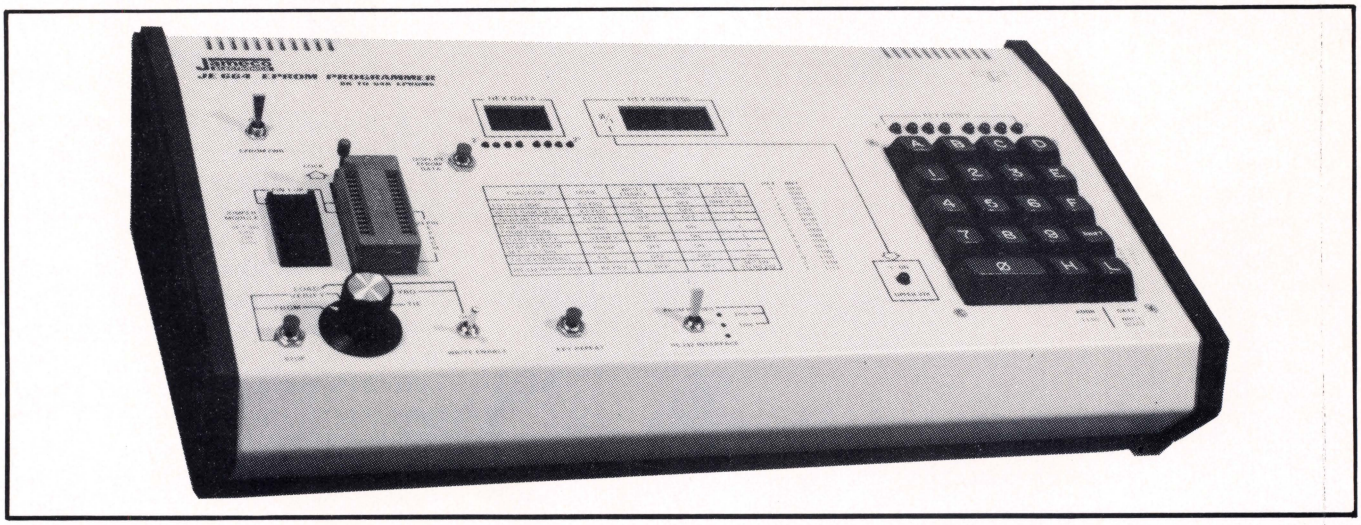
8K TO 64K EPROMS — 24 AND 28 PIN PACKAGES

COMPLETELY SELF-CONTAINED
REQUIRES NO ADDITIONAL SYSTEMS FOR ITS OPERATION

NEW

OPERATIONS AVAILABLE:

- PROGRAMS AND VALIDATES EPROMS
- CHECKS FOR PROPERLY ERASED EPROMS
- EMULATES PROMS OR EPROMS
- RS232C COMPUTER INTERFACE FOR EDITING AND PROGRAM LOADING
- LOADING DATA INTO RAM BY KEYBOARD
- CHANGING DATA INTO RAM BY KEYBOARD
- RAM LOAD FROM AN EPROM
- COMPARE EPROMS FOR CONTENT DIFFERENCES
- EPROM COPYING



The JE664 EPROM Programmer emulates and programs various 8-BIT-WORD EPROMS from 8K to 64K-BIT memory capacity. Data can be entered into the JE664's internal 8K x 8 BIT RAM in three ways: (1) from a ROM or EPROM; (2) from an external computer via the optional JE665 RS232C BUS; (3) from its panel keyboard. The JE664's RAMS may be accessed for emulation purposes from the panel's test socket to an external microprocessor. In programming and emulation, the JE664 allows for examination, change and validation of program content. The JE664's RAMS can be programmed quickly to all "1"s (or any value), allowing unused addresses in the EPROM to be programmed later without necessity of "UV" erasing. The JE664 displays DATA and ADDRESS in convenient hexadecimal (alphanumeric) format. A "DISPLAY EPROM DATA" button changes the DATA readout from RAM word to EPROM word and is displayed in both hexadecimal and binary code. The front panel features a convenient operating guide. The JE664 Programmer includes one JM16A Jumper Module (as listed below).

POWER INPUT: 115VAC, 60Hz, less than 10W power consumption.

SIZE: 15-5/8"L x 8-3/4"D x 3-1/2"H.

ENCLOSURE: Color-coordinated, light tan panels with molded end pieces in mocha brown.

WEIGHT: 5-3/4 lbs.

MODEL NO.		PRICE
JE664-A	. . . . EPROM PROGRAMMER—ASSEMBLED & TESTED (INCLUDES JM16A MODULE)	**$995.00**

OPTION

JE665 RS232C INTERFACE OPTION — The JE665 RS232C Interface Option implements computer access to the JE664's RAM. A sample of software written in BASIC is provided for the TRS-80® Model I, Level II Computer. Baud Rate: 9600; Word Length: 8 Bits — Odd Parity; Stop Bits: 2. This option may be readily adapted to other computers.

JE664-ARS	EPROM PROGRAMMER W/JE665 OPTION ASSEMBLED & TESTED (INCLUDING JM16A MODULE).	**$1195.00**

EPROM JUMPER MODULES

The JE664's JUMPER MODULE (Personality Module) is a plug-in Module that pre-sets the JE664 for the proper programming pulses to the EPROM and configures the EPROM socket connections for that particular EPROM.

JE664 EPROM JUMP. MOD. #	EPROM	EPROM MANUFACTURER	PRICE
JM08A	2708	AMD, MOTOROLA, NAT'L, INTEL, TI	$14.95
JM16A	2716 TMS2516(TI)	INTEL, MOTOROLA, NAT'L, NEC, TI	$14.95
JM16B	TMS2716 (3 Voltages)	MOTOROLA, TI	$14.95
JM32A	TMS2532	MOTOROLA, TI	$14.95

JE664 EPROM JUMP. MOD. #	EPROM	EPROM MANUFACTURER	PRICE
JM32B	2732	AMD, FUJITSU, NEC, HITACHI, INTEL	$14.95
JM64A	MCM68764 MCM68L764	MOTOROLA	$14.95
JM64B	2764	INTEL	$14.95
JM64C	TMS2564	TI	$14.95

CHECK FOR AVAILABILITY OF JUMPER MODULES FOR EPROMS NOT LISTED ABOVE.
Please include $5.00 Postage and Handling and 6½% Sales Tax (Calif. residents).

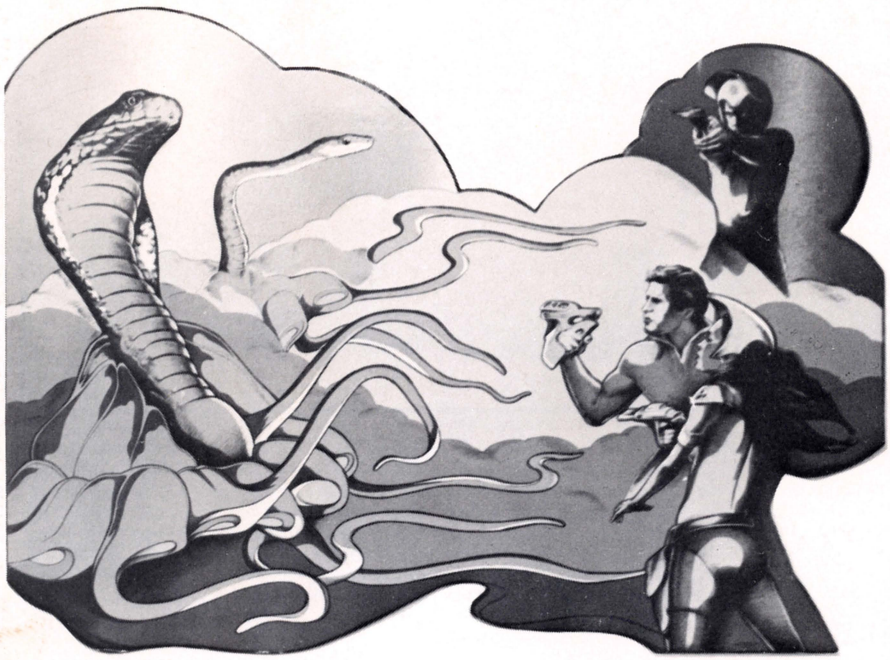
JAMECO ELECTRONICS, 1355 SHOREWAY RD., BELMONT, CA 94002 (415) 592-8097

OUR 'CADES

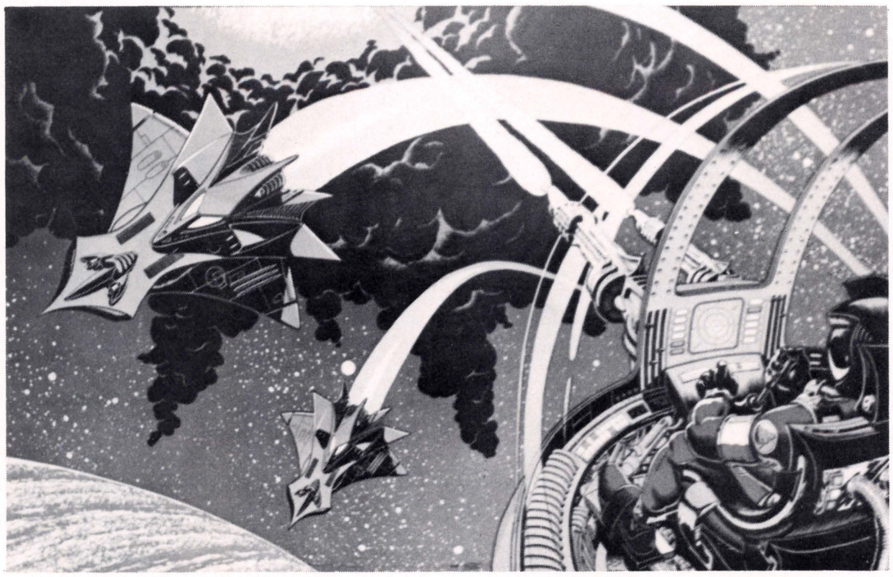
By Bill Kurtz

Smoke-filled to space-filled

Decor changes arcades' image



Does your business have the decorating doldrums? "Snakes," by Willis Industries, measures 54 inches by 39 inches.



If your arcade has a space theme, you may want to choose "Tailgunner." It measures 48 inches by 32 inches.

Arcades have come a long way in the last decade. They've shed their image of poorly lit cubicles filled to the ceiling with cigarette smoke.

Today's arcades are filled with florescent lights and mirrored ceilings, with split-level floors and background music.

Today's arcades create a total environment to completely absorb the player.

"We have an atmosphere that allows people to enjoy being here even if they aren't playing the games," said Edward Uzemack, manager of the Starship Fantasy arcade in Phoenix. "When you're inside, you feel like you're on the command deck of the *Starship Enterprise.*"

From the moment you walk through the door, you're surrounded with programmed light displays and spaceship control panels. Even the attendent's booth, the "command module," is equipped with non-functional buttons and switches to enhance the futuristic surroundings.

The arcade entrance is designed to look like a pressure chamber, giving players the feeling that they're entering a unique environment.

"It's been designed like this ever since it opened," Uzemack said. "The setting creates a particular atmosphere, and this atmosphere has made a difference."

If you're already operating arcades, the cost of redecorating the room (plus having it closed for business during the work) might be too high. One alternative to complete renovation is adding to what you already have by decorating your walls or ceilings.

Enviro-Graphics, a series of large foam-backed outer space and fantasy designs made especially for game rooms by Willis Industries, offers operators the chance to spice up their

arcades without major renovations.

Brian Warkentin of Willis Industries said Enviro-Graphics will appeal to small operators with only a few arcades.

"We're interested in helping individual operators who want to combat the professional look of the chains but who just don't have the money," he said. Enviro-Graphics gives them a way to fight back against the custom-designed arcades of the chains."

The wall hangings come in a kit that includes promotional decals and retails for about $900, Warkentin said.

The kit contains several Enviro-Graphics designs, enough to cover a game room of 1,000 to 1,200 square feet. The designs are backed with velcro strips, and Warkentin said an entire arcade can be covered in about a half hour.

The first set of Enviro-Graphics designs features outer space scenes, while the second set, due out soon, will be fantasy-oriented. Warkentin said operators can buy new designs as they come out and inexpensively change the look of their arcades.

"Operators needed something to put in their arcades besides movie posters," he said. "Independent graphic artists are expensive, about $500 to $700 for an arcade depending how much is done, and their work can't be changed as easily as ours can."

Game Trek of Willowick, a Cleveland arcade, features a hand-painted mural—about 10 feet by 21 feet, depicting a rocket ship blasting into outer space. Manager Lou Bitsko said he doesn't know how much the mural cost, but it adds "a little extra" to the arcade.

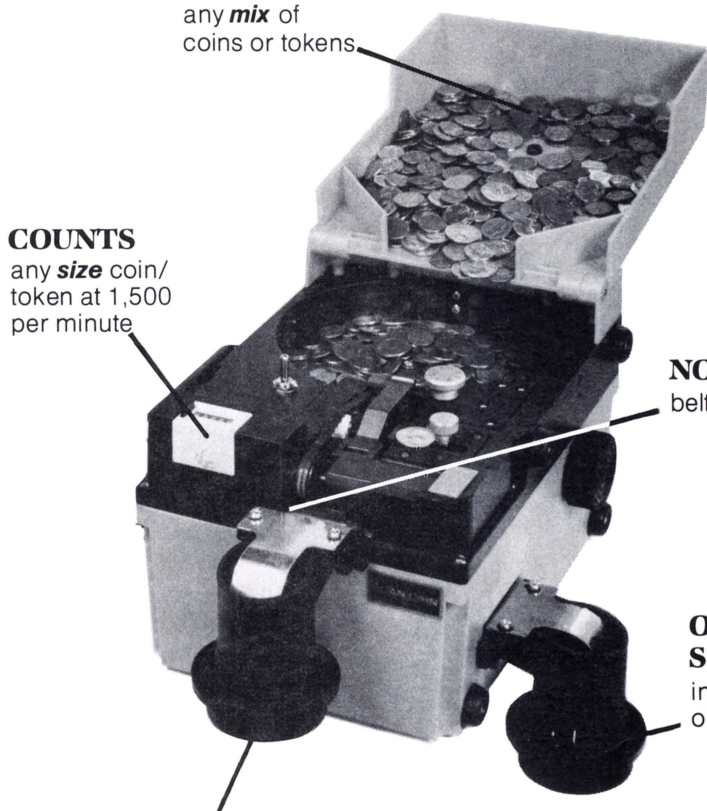
"They (the artists) could have even made it look as if you could walk right into it," he said. "And it's appreciated to a certain extent by the customers."

Bitsko said the outer space design was used because "Game Trek" sounds so much like "Star Trek." In fact, most decorated game rooms seem to favor outer space themes, probably because this decor fits so well with the outer space play action on many videos.

Operators have to continue to dispel the "smoke-filled room" image from the public's mind. Clean, well decorated arcades will go a long way in keeping the industry respectable. •

At last . . . a truly *PORTABLE* Coin or Token Sorter/Counter.

SCAN COIN proudly introduces the lightweight **"TOP"**
A durable, goes-anywhere unit at a you-won't-believe-it price. *Call today & order yours.*



Scan Coin

The World's First Choice in Money Handling Systems

1-800-336-3311
TOLL FREE
In Va. call 703–471-6510
201 ELDEN ST. HERNDON, VA. 22070

JOIN THE CROWD AT

More exhibitors...over 500 booths jam packed with the latest games, accessories, equipment, services and supplies...and all at just the right time of year for spring buying.

AOE has more new product introductions than any other show — every major manufacturer will be present.

Choose from 49 Seminar/Workshops...The best of 1982's sessions will be updated and fully 25% of the 1983 program will be *brand new.*

Seminars on arcade design, cost analysis, computers, troubleshooting, negotiating commissions, promotion and advertising, repairs, management, insurance, used equipment, financing — all have been carefully designed to provide you with the most comprehensive program ever offered the Coin-op Amusement Industry...and you pay only for the sessions you select.

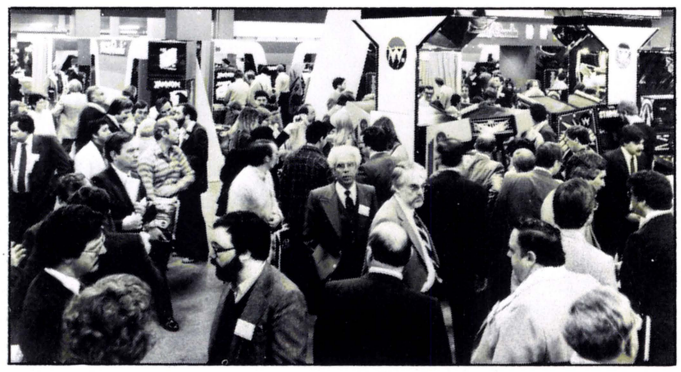
THE INDUSTRY EVENT

MARCH 25-27, 1983
O'HARE EXPO CENTER
CHICAGO, ILLINOIS

Amusement Operators Expo more than doubled in size and attendance in 1982 and will double again in '83 — It has become the one event operators, owners and technicians cannot afford to miss.

A new location...THE O'HARE EXPO CENTER...Easy, inexpensive parking, a well lit one floor Exhibit Hall, plenty of hotel rooms and accessibility to downtown Chicago via the brand new rail link. All will help to make Amusement Operators Expo *The* Industry Event.

"A "Really Big" Time Show!!"



"Worth its weight in gold"

"Seminar program is great..."

DON'T MISS Amusement Operators Expo...So relevant, appealing, and exciting you'll wonder how you ever got along without it.

DON'T DELAY To become a priority attendee or exhibitor return the coupon today — we'll rush you the information selected before the general mailings.

Amusement Operators Expo '83
Conference Management Corporation, P.O. Box 4990,
17 Washington Street, Norwalk, CT 06856 203-852-0500

☐ I am interested in **Attending** ☐ I am interested in **Exhibiting**
Please keep me posted on new developments

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone ( ) _____

PM 11/15

SNAPSHOTS

Dick McCannell, a 14-year veteran of the coin amusement industry, is now with Eastern Distributing Company of Clemons, North Carolina.

McCannell, formerly with Brady Distributing, joined Eastern July 1. He brings to Eastern several new lines of equipment on a direct purchase from manufacturers. McCannell has expanded the parts department, service department, and board replacement department, and has plans for expanding Eastern's building space.

B.G. Hauser (left), sales manager of Eastern, welcomes McCannell.

Tom Davenport of Famark Industries has been named president of the National Amusement Machine Operators Association of Australia.

His aim with the organization will be to work toward an international congress of operators' associations that could deliver policy guidelines to other segments of the profession.

Davenport succeeds **Richard Dauroff** of Able Amusements to the post. Dauroff was the organization's founding chairman, serving since the inception of the NAMOA in 1978.

C.A. "Art" Anderson, a Missouri vending professional of 37 years, won the Democratic primary for state representative-Pulaski County, Missouri.

Anderson, owner of H.A.M. Autovend in Waynesville, has held virtually every governing post in the Missouri Automatic Merchandising Association (MAMA) and is a past officer of the National Automatic Merchandising Association (NAMA).

If elected in the upcoming general election this November, Anderson will have the unique advantage of owning a legislative voice through which the vendors *will* be heard, he asserted.

Alan Maiss has been named president and chief executive officer for Bally Distributing of Nevada, a subsidiary of Bally Manufacturing.

His appointment became effective Sept. 1. Maiss began his career with Bally Distributing in 1974 when he was named director of operations for Las Vegas and in August of 1978 was named a vice president.

Since November of 1980, Maiss has served as executive vice president of Horn & Hardart of New York and president and director of its Royal Americana Hotel/Casino in Las Vegas.

FOR PROMOTION

By Carol Kantor

Decorations add impact for promotions

Your contests, tournaments, special events, and other promotions will have much more impact if you decorate for the occasion.

Like a tree at Christmas or hats and streamers for a kid's birthday, decorations add to the spirit of an event. It is important for a location to look good everyday, but especially when a promotion is happening the place should visually say, "Come and see what it is all about."

Decorations do not have to be costly to be effective. There are many alternatives where $100 can go a long way to attract attention. For example, 200 feet of colorful outdoor pennants, a large outdoor helium balloon display, and a large sign announcing the event can be used effectively,and all these items can cost around $100.

Banners, signs, balloons, flags, and pennants are a few decorations that can add impact for a promotion at a reasonable cost. There are many "stock" design signs and banners available from different sources that may be appropriate for your promotion, or custom decorations can be made using different techniques: letterpress, stencil, silkscreen, handpainting, or printing methods.

Decorating for holidays is also good to attract attention and add to a festive atmosphere. Certainly Christmas and New Years offer many good ideas for store decorations. Window displays, ornaments hanging from the ceiling, and lights can make a big difference. A Haunted House for Halloween is an excellent promotion idea where the decorations make it work. There are also fun party-type decorations available for other holidays, like St. Patrick's Day or Valentine's Day.

Balloons are a versatile decorating medium that attract attention in a location. Balloons are available in all sizes, shapes, and colors. They can be used plain or printed with your logo, ad message, or an announcement of a special event. Large colorful balloons or a bunch of smaller ones outside a location announce that "something is happening here."

...when a promotion is happening, the place should visually say "Come and see what it is all about."

Inflated balloons (not helium) can be strung on fishing line to cover a ceiling or wall for a high impact decoration. Silver mylar balloons can give a future image, or a clown making hats or figures out of long thin balloons can give a circus flavor for a promotion event.

If your location has a mascot, specialized inflatables can be made in the shape of this character in small or giant sizes. Although this alternative may be costly, your 15 to 20 foot mascot sitting over the doorway can attract many potential customers to enter. Whether giant customized balloons are used or standard small ones, they can be a big attraction for promotions.

The sports seasons offer another opportunity for promotion decorations. Get sports posters and pennants of the local teams to put up in the location, and offer after-the-game specials. You can have team related contests during and at the end of the season.

For example, if you are in an area where high school football is popular, get highlight photos from each game made into posters. Ask your customers to identify the game, the score, the players, or the quarter of the game when the photo was taken for prizes (free plays). This makes a fun addition to local team spirit, as well as a good extra attraction for a game location. (Note: good quality black and white photos can be enlarged to poster size for around $15.)

Photo posters of game players in the location can also make good decorations. You can offer the poster as a prize for a contest winner. Post them on the walls of the location during the contest for decoration, and give the winning players their poster after the event is over. In this case, the decoration becomes the prize.

These are some ideas for decorations tied to a promotion event. It is a good idea to use some type of special visual display along with your event to create an effect, and make sure that your customers will notice and participate. Decor is important to create an atmosphere of fun. This is true for the everyday design of the location even when there are no promotions going on.

To add decorations for events acts as an extra advertising message to players and should be included in plans for your promotion. •

How to compute break-even point

By Joseph Arkin, C.P.A., M.B.A.

Every small business owner must know how his firm is doing profitwise. Is a profit being made? If so, how much? If not, is the lack of profit due to excessive costs of operation? And—most importantly—at what sales volume does he start to make a profit?

To illustrate the questions, let us take the case of a small entrepreneur we'll call John Wrightman.

Wrightman operates a modern establishment and has three full-time employees who are busily servicing a clientele built up over the years.

Every April 15 the income tax man cometh, and Wrightman pays a modest tax. However, he recently got quite a shock when a new supplier insisted on sending an order C.O.D., and he found himself hard-pressed to meet the cash-on-the-barrelhead shipment.

What is wrong with a business doing a seemingly thriving business, yet constantly short of liquid working capital?

John posed this question to his banker who suggested that John's accountant set up a break-even point chart.

Past reveals future

Actually such a chart is a record of past history, yet it helps to gain an insight into current business affairs. It can show what is happening to costs—both fixed and variable in relation to sales.

By aligning a string of monthly charts, a good picture of progress or regression can be evaluated.

To show how to prepare a chart, it is necessary to gather together certain information. Wrightman came up with the following figures together with his accountant by referring to past financial statements and from a working knowledge of the business:

1. **Maximum Monthly Sales:** Each month using existing facilities and staff, the business has a potential sales volume of $65,000.

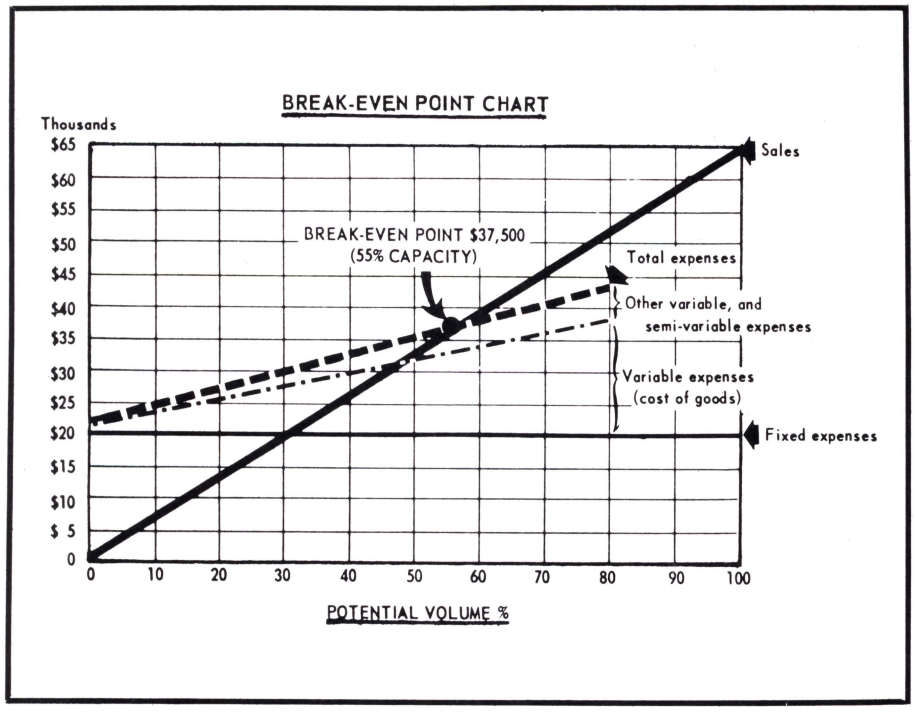
2. **Fixed Expenses:** These would include rent, utilities, telephone, insurance, salaries of permanent employees, etc. $22,000.

3. **Average Monthly Sales:** From past experience, it is noted that actual sales are a shade over 80 percent of potential maximum, or $53,000.

4. **Variable Expenses:** Actual cost of merchandise sold, shipping charges and materials, sales commissions, etc. average (based on $53,000 sales) about $23,000.

Scanning these figures, the reader may have several questions. Why pick $65,000 as the maximum sales figure, why not $75,000 or $85,000? From the fact of doing an average of $53,000 per month and seeing the activity of the three salespersons and himself, Wrightman knows from experience that the present size of the establishment, the lines carried, the inventory at hand, etc., $65,000 is a target figure of what could be assumed to be the maximum.

If you examine the chart (see chart) prepared by his accountant, you'll note that he has to do about $37,500 of business in order to cover cost of goods sold and other fixed and variable costs.



Another method

Some small business firms refine this type of chart and use a different arithmetic approach. They split expenses into three classes: fixed, semivariable, and variable.

Fixed expenses, of course, include rent,* insurance, taxes, and other items which ordinarily don't change with the amount of business done. Semivariable expenses are those such as advertising which vary to some extent according to volume but usually are controlled as a matter of management policy. Variable expenses are the ones like cost-of-goods sold and commissions to sales people which fluctuate in direct relation to the rate of sales.

Once you have your expense figures segregated on this basis, you divide the total fixed and semivariable costs by the margin of sales dollars over variable expense dollars. The answer tells you what volume you must reach in order to balance revenues and expenses.

John Wrightman is a busy man, and

*Rent could vary if there is a percentage of sales lease.

he shouldn't spend any of his time (or pay his accountant) to prepare charts unless he makes some use of the information elicited.

There are many specific uses for the chart, and we will list some of the more significant ones:

1. **Budgetary Control Aid.** It helps to indicate what changes, if any, are needed to make expenses stay in line with income.

2. **Sales Improvement Program.** A warning signal can be flashed to show when there is trouble in the sales program. Lagging sales will be flagged by the chart. What to do? Re-evaluate sales techniques, give sales staff additional training, drop unprofitable sales lines, look to add additional sales lines.

3. **Investment and Credit Controls.** Examination of the chart will show the level at which lagging sales will put the firm into the red, or conversely, how profits will increase if there is an increase in sales.

4. **Wage Negotiations.** Management will be able to know if wage increases can be granted and what fringe benefits, if any, can be given to aid morale as long as cost is warranted by a favorable chart.

5. **Price Policy Determinations.** A business person (subject, of course, to Federal Price Controls) will know the probable effects on profits if prices can be raised without too much of a change in fixed costs. Also, can prices be reduced to spur lagging sales without causing insolvency? What combination of price changes can be effected in relation to a change in fixed and variable costs?

6. **Assessment of Expansion Policies.** A visual means is provided to know the wisdom of making capital expenditures to radically change the structure of the business—adding to existing space, turning the cellar into a sales area, etc.

The break-even chart helps to keep management on the alert to find ways and means of improving its "safety margin"—decisions should be made in the light of their effect upon the margin shown and to stabilize during periods of economic uncertainty.

Since the break-even analysis and the preparation of the break-even chart are conditioned upon the availability of adequate accounting records, it is obviously important that records be correctly set up and maintained. Once charts are in operation they can be utilized to get speedy and reliable warning signals to alert management to dangers facing the business. •

Learn To Repair Video Games!

It's no secret . . .
Video games seem to be everywhere! The extraordinary popularity of coin-operated video games has created an enormous demand. Not only for the games themselves, but for qualified service personnel as well.

Randy Fromm's Arcade Schools are a practical, no-nonsense look at how video games work, and how to repair them when they don't. *No previous knowledge of electronics or video games is required* to get the most out of the six day course. Lab sessions allow students to gain valuable "hands-on" experience. Late model video games are used during lab and lecture so Arcade School graduates will be familiar with the types of equipment they will encounter on the job. The tuition of $400.00 includes all texts and classroom materials. There are no *hidden costs.*

Founded in 1980, Randy Fromm's Arcade Schools are the most respected and often recommended training programs in the coin amusement industry. As a technical writer, Randy Fromm's comprehensive articles appear regularly in the industry trade journals. Now he has condensed his ten years of experience into a proven Arcade School program that has allowed hundreds of Arcade School graduates learn the easiest, fastest, and most accurate ways to repair coin operated video games.

Attend the Arcade School nearest you in:
Atlanta, GA
Baltimore, MD
Chicago, IL
Dallas, TX
Minneapolis, MN
New Orleans, LA
Phoenix, AZ
Salt Lake City, UT
San Francisco, CA
Toronto, Ontario
Whichita, KS

Call or write for
FREE information package

Randy Fromm's Arcade School
6123 El Cajon Blvd.
San Diego, CA 92115
(714) 286-0172

PEACH STATE Distributing Co.

For 31 years The Dependable Supplier to the Coin Machine Industry, with Quality Parts and Supplies at the Lowest Possible Prices. For. . .
• VIDEO . . . • INTEGRATED CIRCUITS . . . • PHONOGRAPH
• AMUSEMENT GAMES . . . • SOCCER & POOL TABLES
• ELECTRONIC SUPPLIES . . . • VENDING MACHINES

"We Guarantee Satisfactory Service"
PARTS CATALOG AVAILABLE UPON REQUEST.

PARTS DIVISION . . . 1040 Boulevard S.E.
Atlanta, Georgia 30312
Phone 404-622-4401

Toll Free Phone . . . 1-800-241-1346 (except in Georgia)

PR PROBLEMS/ PR SOLUTIONS

What to say when...

If you've got your hands full with balky local governments, unhappy parents, and uncaring location owners, you can be sure of one thing—you're not alone. Across the country, in towns and cities like yours, people in the coin-op business are fighting the video games wars with all the forces at their command.

The following case histories from recent battles have been selected to suggest ideas you can use and pitfalls to avoid.

Pac-Man, Not Pot

Arnie Kaye doesn't like to lose.

He's invested more in his running battle with the powers-that-be of his hometown of Westport, Connecticut, than probably any operator in the country, but he's determined to win.

In the summer of 1981, Kaye purchased an abandoned Ford dealership in the exclusive Westport community of Green Farms, site of high-priced condominiums and lots of young people who like to play video games. He hired an architect to draw up plans for the town's first game center, hoping to turn it into a 50-game, 20-pool-table facility.

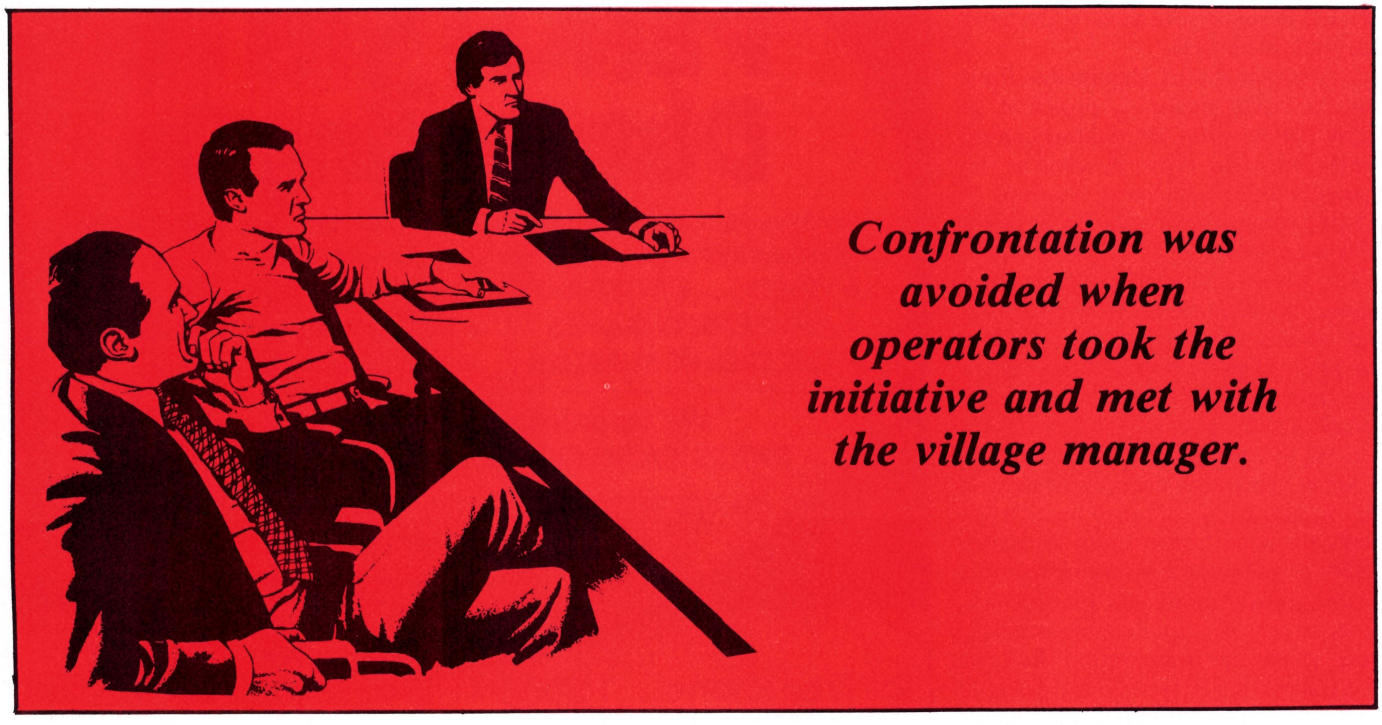
Though he is new to the operating side of the amusement business, Kaye is no newcomer to amusements. He's co-owner of the Irving Kaye Company, a Stamford-based billiard table and game manufacturing company started 28 years ago by his father.

Kaye went first-class, designed a $3 million, ultra-modern facility that he felt would at least be tolerated, if not endorsed by the community.

Before seeking a permit, Kaye mailed letters to local residents and tried to contact the PTA, YMCA, and local church groups to find out if they had any objections to his plans. He got no negative feedback and little overall interest.

In October 1981, he applied for a permit from the town's planning and zoning commission. The commission denied his application on the grounds that there was inadequate parking and his map of the site contained errors. Kaye quickly filed suit with the Bridgeport Superior Court and filed an amended application with the commission for 40 games and eight pool tables.

But Kaye's problems were just starting. The Green Farms Association, a local civic group, organized to oppose him. Association President John Fisher said the group was concerned that there would not be adequate parking for the large numbers of people expected to attend the game



Confrontation was avoided when operators took the initiative and met with the village manager.

center, that Kaye would not supervise it adequately, and that it would bother neighbors. The association filed an application with the planning and zoning commission to delete indoor recreation facilities from permitted uses in a commercial zone.

The Westport PTA joined the GFA against Kaye. The PTA president told the Planning and Zoning Commission the center would be a site for possible drug and alcohol abuse.

At that point, other operators may have packed it in, but not Arnie Kaye. First, he challenged GFA's claim that it represents a majority of the local citizenry. He subpoenaed its mailing list so that he could call its members to determine how they really felt about his game center.

When delays by the commission threatened to stop his project, he mounted an unusual public relations campaign to generate public support.

"They try to get away with whatever they can. They try to grind a guy down financially," Kaye said of the commission. "When there's a minimum of 135 days before they have to give an answer, most guys would give in. But not me."

Kaye printed bumper stickers and pennants with the slogan, "Pac-Man, Not Pot. Suppport Arnie's Place." Kids all over town wore his free T-shirts with the slogan "I Support Arnie's Place." He purchased ads in his local newspaper and radio station to drum up support.

On January 11, he chained himself to the doors of Westport's City Hall to protest postponement of a hearing. Police had to use bolt cutters to release him and charged him with disorderly conduct.

Two weeks later, he took Pac-Man to town. Accompanied by floats of Inky, Blinky, Pokey, and Clyde, Kaye handed out $50 each hour to the first person on Westport's main street wearing an "I Support Arnie's Place" T-shirt.

"I had to keep interest up," Kaye said. Despite the controversial nature of his campaign, he received the editorial endorsement of every local newspaper, though a local columnist opposed him. He brought in police officials from neighboring towns to testify for his application, as well as a psychiatrist from the University of Connecticut.

Kaye estimates he has spent $50,000. on his fight so far, but he feels it was worth it. "I'm going to win, and everyone is going to know about Arnie's Place," he said.

Summary. Kaye polarized the community over his game center, forcing many people to confront the issue who otherwise would not have gotten involved. Kaye spent much more money on his fight than most operators can afford, but he kept on fighting when others would have conceded.

Opening Up Elgin

Elgin, Illinois, is one of a number of Chicago suburbs that for years banned coin-operated games. But the town fathers looked the other way when service clubs, bars, and other locations slowly added pinballs and pool tables during the 1960s and 1970s. After all, most towns had much greater problems to confront than enforcing outdated pinball laws.

Like many other villages, Elgin was in constant need of income, and the local taxpayers were grateful whenever the village board could find additional finances without raising the tax rate. One day in 1980, the village manager proposed legalizing pinball games, jukeboxes, and other coin-ops and licensing them by the village. The bad news was the license fee he proposed—$100 per machine.

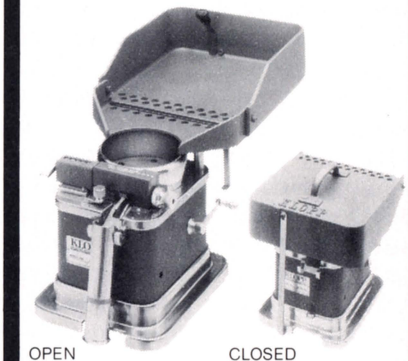
The local operators heard about the proposal and organized quickly. First, they prepared a presentation about the business and the profit facts of life. They showed how the commission benefitted local establishments and made lower prices possible at bars and restaurants for local customers. They projected the cost of their operations—the life of a typical game on location and the length of time to amortize a machine.

Then they got an hour of the village manager's time and carefully educated him about their business.

"We couldn't afford $100 per machine and we showed him why," said one of the two operators. "Having someone who would sit down with us and listen was the key. We showed him how $35 per game was much more reasonable and how it would bring the village sufficient revenue."

Summary. Confrontation was avoided when the operators took the initiative and met with the village manager in a spirit of cooperation. They were able to demonstrate to this

Count Tokens & Coins with durable KLOPP Counters



OPEN CLOSED

Now Available

Counts 25¢, 10¢, 5¢, 1¢
Plus 4 Token Sizes

accurate, portable,
manual or electric,
rugged construction,
one year warranty

Made in U.S.A.
no plastic, always reliable

successful operators use
KLOPP counters -
JUST ASK ONE

**also SORTERS
for 25¢ - .984
and other tokens**

call us for the name
of your distributor

KLOPP®
KLOPP INTERNATIONAL, INC.

**P.O. Box 708
Pinellas Park, Florida 33565
(813)522-9425**

AMOA Booth #2319

key person how a reasonable fee would benefit everyone concerned. The misinformation about the industry around today makes it even more important that operators try to educate key city officials. When confrontation is the only alternative, it can be expensive.

Six Months at a Time

Cedarburg, Wisconsin, is a bedroom community north of Milwaukee of some 7,000 souls, and a lot of them like to play coin-operated games.

However, the town is old-fashioned, and its leaders are more conservative than many in the surrounding communities, according to Christopher Bach, owner of The Landing Co., a game center with 24 videos and four pinball games.

When Bach wanted to open his facility in July 1981, he applied for a permanent permit from Cedarburg's planning commission. He talked to neighboring business people in the Echo Plaza where he had rented space, but none of them wanted to testify on his behalf before the commission. However, he did suceed in getting 14 to sign a petition stating that they didn't object to his business.

At the commission meeting, a couple of citizens spoke out against his application, fearing kids would steal quarters from parents. Though no parents spoke up, the commission decided to grant Bach only a six-month conditional permit.

In early January, his permit was renewed for another six months, and his business hours were extended an extra hour on Friday and Saturday, from 10 p.m. to 11 p.m. He's open 10 a.m. to 10 p.m. on weekdays and closed Sundays.

Since January, he's had a couple of problems. One police officer hangs around the premises looking for drug dealers but hasn't found any yet. And two parents complained to the authorities, not about problems at the game center, but just that their kids spend too much time there. The police chief told him local bars have many more complaints than that and yet their licenses get renewed, so Bach is going to ask him to testify on his behalf at the next renewal.

"Obviously, we would like a permanent permit. The place has been open less than a year, and there have been no significant complaints," Bach said.

His advice for other operators?

"Get the support of your neighboring business people. They will be listened to by the planning commission," he said.

What do his neighbors think about The Landing Company now that it's been operating for nine months?

"Oh, they're no problem. In fact, a couple come in during the day and play the games themselves."

Summary. Bach's experience is similar to that of many operators in small towns. In a less conservative town, he might have obtained a permanent permit; as it is, he must continually prove to the commission his game center is not detrimental to the community. His success is getting the support of his neighboring businesses was a key step in getting his license.•

This information was reprinted from "A Community Relations Manual for the Coin-operated Amusement Games Industry" by the Amusement and Music Operators Association, Amusement Games Manufacturers Association, and Amusement and Vending Machine Distributors Association.

P.C. BOARDS

—Fully Licensed, No Knock-Offs!

CABINETS

—Easily Adaptable To Any Game!

MONITORS

—The Latest In Video Technology!

GAME PARTS

—Power Supplies, Isolation Transformers, Joysticks, and More!

EASTERN MICRO ELECTRONICS, INC.

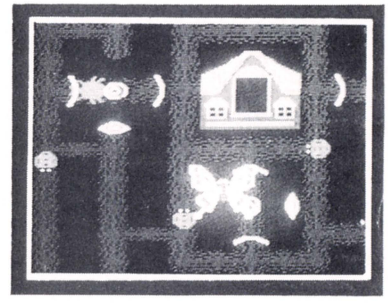
12D World's Fair Drive
Somerset, NJ 08873

(201) 469-9690

CHANGES™

THE JOURNEY

THE CATERPILLAR CRAWLS ALONG THE TREE BRANCHES, AND EATS UP ALL THE NUTS AND STRAWBERRIES IN ORDER TO CHANGE TO A BUTTERFLY.

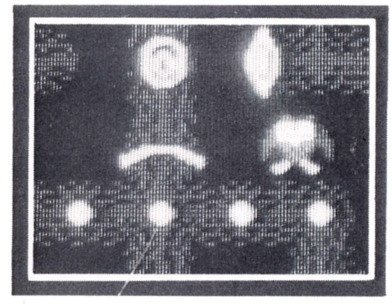


THE POWER

EATING A STRAWBERRY ALLOWS THE CATERPILLAR TO KILL THE VICIOUS BUGS SCORING BONUS POINTS.

THE UNBEATABLE

THE CATERPILLAR CAN ONLY RUN AWAY FROM THE HUNGRY BIRD WHEN IT APPEARS ON THE SCREEN.

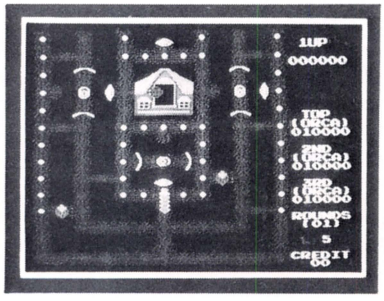


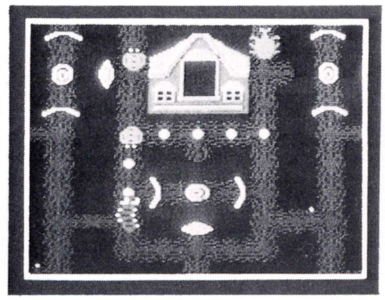
THE STRATEGY

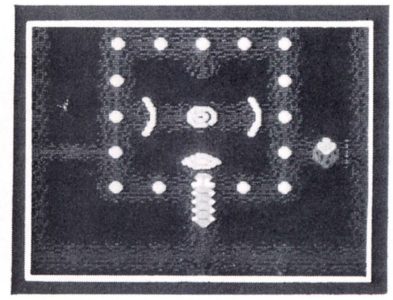
WHENEVER THE CATERPILLAR LEAVES A TURNING BRANCH, ALL THE TURNING BRANCHES WILL ROTATE AT ONCE, AND ANY BUGS ON THE TURNING BRANCHES WILL FALL OFF SCORING 400-800-1600-3200 POINTS.

EXTRA

EAT THE BEAUTIFUL FLOWERS FOR BONUS POINTS.







©1982

Eastern Micro Electronics, Inc.
12D World's Fair Drive
Somerset, New Jersey 08873
PHONE: (201)469-9690
TELEX:642284 ESTRNELEX

U.S. POSTAL SERVICE

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION

(Required by 39 U.S.C. 3685) USPS

1. TITLE OF PUBLICATION	A. PUBLICATION NO.	2. DATE OF FILING
PLAY METER MAGAZINE	358-350	SEPT 23, 1982
3. FREQUENCY OF ISSUE	**A. NO. OF ISSUES PUBLISHED ANNUALLY**	**B. ANNUAL SUBSCRIPTION PRICE**
TWICE MONTHLY	24	$50.

4. COMPLETE MAILING ADDRESS OF KNOWN OFFICE OF PUBLICATION *(Street, City, County, State and ZIP Code) (Not printers)*

508 Live Oak, Metairie, LA 70005

5. COMPLETE MAILING ADDRESS OF THE HEADQUARTERS OR GENERAL BUSINESS OFFICES OF THE PUBLISHERS *(Not printers)*

508 Live Oak, Metairie, LA 70005

6. FULL NAMES AND COMPLETE MAILING ADDRESS OF PUBLISHER, EDITOR, AND MANAGING EDITOR *(This item MUST NOT be blank)*

PUBLISHER *(Name and Complete Mailing Address)*

Ralph C. Lally, II, 6764 Gen. Haig, New Orleans, LA 70124

EDITOR *(Name and Complete Mailing Address)*

Ralph C. Lally, II, 6764 Gen. Haig, New Orleans, LA 70124

MANAGING EDITOR *(Name and Complete Mailing Address)*

Laura R. Braddock, 1736 Stall St., Harvey, LA 70058

7. OWNER *(If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual must be given. If the publication is published by a nonprofit organization, its name and address must be stated.) (Item must be completed)*

FULL NAME	COMPLETE MAILING ADDRESS
Ralph C. Lally, II	6764 Gen. Haig, New Orleans, LA 70124

8. KNOWN BONDHOLDERS, MORTGAGEES, AND OTHER SECURITY HOLDERS OWNING OR HOLDING 1 PERCENT OR MORE OF TOTAL AMOUNT OF BONDS, MORTGAGES OR OTHER SECURITIES *(If there are none, so state)*

FULL NAME	COMPLETE MAILING ADDRESS

9. FOR COMPLETION BY NONPROFIT ORGANIZATIONS AUTHORIZED TO MAIL AT SPECIAL RATES *(Section 411.3, DMM only)*
The purpose, function, and nonprofit status of this organization and the exempt status for Federal income tax purposes (*Check one*)

☐ *(1) HAS NOT CHANGED DURING PRECEDING 12 MONTHS*

☐ *(2) HAS CHANGED DURING PRECEDING 12 MONTHS*

(If changed, publisher must submit explanation of change with this statement.)

10. EXTENT AND NATURE OF CIRCULATION	AVERAGE NO. COPIES EACH ISSUE DURING PRECEDING 12 MONTHS	ACTUAL NO. COPIES OF SINGLE ISSUE PUBLISHED NEAREST TO FILING DATE
A. TOTAL NO. COPIES *(Net Press Run)*	11,717	13,000
B. PAID CIRCULATION 1. SALES THROUGH DEALERS AND CARRIERS, STREET VENDORS AND COUNTER SALES		357
2. MAIL SUBSCRIPTION	9,977	11,479
C. TOTAL PAID CIRCULATION *(Sum of 10B1 and 10B2)*	9,977	11,836
D. FREE DISTRIBUTION BY MAIL, CARRIER OR OTHER MEANS SAMPLES, COMPLIMENTARY, AND OTHER FREE COPIES	934	904
E. TOTAL DISTRIBUTION *(Sum of C and D)*	10,911	12,740
F. COPIES NOT DISTRIBUTED 1. OFFICE USE, LEFT OVER, UNACCOUNTED, SPOILED AFTER PRINTING	806	260
2. RETURN FROM NEWS AGENTS		
G. TOTAL *(Sum of E, F1 and 2 - should equal net press run shown in A)*	11,712	13,000

11. I certify that the statements made by me above are correct and complete

SIGNATURE AND TITLE OF EDITOR, PUBLISHER, BUSINESS MANAGER, OR OWNER

PS Form 3526 July 1981

(See instruction on reverse)

(Page 1)

COIN OF VANTAGE

By Paul Thiele

Stubborn Survivor:

Pinballs can make money

Working in the coin-op game business was a commitment I made four years ago when I opened a small arcade of foosballs and electromechanical pinballs in Wilmington, a Los Angeles harbor town.

Although I didn't see myself sitting in a parlor making change and repairing games for the rest of my life, I did foresee rotating pinballs among different locations, removing the lightboxes, and hoisting the cabinets (with legs attached) into my van, and reversing the procedure at the next destination.

The advent of solid-state pinball made the job significantly easier. All the bulky stepper units and relay banks in the cabinet bottom were gone, and all you had to do was be sure you put all the plugs in the proper sockets when you reassembled the game.

Then came a video game, *Space Invaders*, the sensational collections of which made operating it and some of its contemporaries a good investment for operators interested in making "real money."

The new videos were a few hundred dollars more expensive to buy than the electronic pinballs, but they were superior moneymakers, easier to move, and less trouble to operate.

Wilted success

The salad days of electronic pinball were beginning to wilt early.

Most veteran operators needed time to accept and adapt to the differences brought about by solid-state pins, especially in the area of service.

Meanwhile, there was very little a serviceman could do wrong to a video on location. Either the malfunction was obvious, and fixable, or a circuit board was faulty, and could be repaired or replaced within 24 hours by the local distributor.

The simplicity and reliability of games like *Space Invaders* made it possible for operators to put new pinball purchases on hold.

Pinballs can make money if they are cleaned regularly, repaired promptly, and rotated as often as videos.

When Atari introduced *Asteroids*, the video game phenomenon shifted into high gear. Not only did the veteran operators buy the game, but an influx of new operators came on the scene, some of whom bought *Asteroids* games and nothing else. Pinball had never been so ignored.

These new operators were chiefly responsible for broadening the exposure and accessibility of coin-operated games, placing videos in liquor stores, restaurants, retail stores, and other locations not previously penetrated by pinball.

Good business

To be sure, the new operators who bought only video games made one of the wisest business decisions in the history of the industry. And at the same time, they have discovered the path to Easy Street via this lazy man's way to riches, comparatively speaking.

Just think—these operators never had to buy rubber rings, playfield cleaner, kicker cranks, or bumper skirts. They've never had to hammer a plunger free from a melted plastic solenoid sleeve; never had to change connector plugs, wafers, and pins on a power supply; and never had to tighten all the lamp sockets underneath a playfield.

They've never really had to *WORK*.

Understandably, this had made an impression on the established operators, some of whom have discontinued operating pinballs entirely. They have realized that pinballs are usually much costlier to maintain and generally too much trouble. This has resulted in a decreasing percentage of servicemen in the business capable of fixing these games.

Even repairmen who know what they're doing on a pin are affected by the game's de-emphasis, sometimes thwarted on location by not having as wide a supply of parts handy as in the past, thereby causing further downtime until the part can be obtained.

It survives

But many of these video-only operators have been failing to recognize some salient attributes of pinball that make the game such a stubborn survivor in the amusement industry.

Pinballs can make money if they are cleaned regularly, repaired promptly, and rotated as often as videos. There remain countless locations that can and do support pinballs if given the chance, and still others, albeit few, that

demand pinball only.

Video-arcade owners and operators should consider that pinballs easily can outearn filler videos in locations with enough room, and that pinball is the only mainstream electronic game in which up to four players can compete.

Another item for thought comes from a story printed in a regional newsletter in Los Angeles.

In it, a spokesman for Mattel Inc. is quoted, "I think that once the sophistication of home games becomes as good as the coin-operated games, the arcades will definitely be affected."

You have to anticipate that the manufacturers of home games will, out of necessity, be introducing improved consoles and player-control units when the public tires of the current technolgoy.

The introduction of home units that could offer similarly exhilarating game features to those of coin-op games may spell trouble for the coin-op companies.

But hold on! The manufacturers would never let that happen. Can you see Atari marketing a home video system that would divert substantial profits from its coin-op division? Forget about it—the coin-op technology always will be at least one step ahead.

Experience counts

Coin-op video manufacturers might be warned to keep an eye on Mattel and Coleco—the firms that don't make coin games—but when you consider the experience edge Midway and Atari have over Mattel and Coleco, it can be assumed the coin game is not in imminent danger.

However, improved home-unit sophistication most likely will affect the marginal, or filler, video game, thereby making it imperative for the coin-op factories to release only heavy hitters.

Let's face it—the public has spurned many of the coin-op video games that followed *Ms. Pac-Man.* Although some of the latest games have had their days in the sun, the serious quarters still are being spent on *Ms. Pac-Man.*

In other words, if better home units entice players away from marginal coin-op videos, it appears that another video manufacturer purge similar to the one between the release of *Pong* and *Space Invaders* could be forming on the horizon.

Here's another scenario to consider: What if there are no more concepts as overwhelming as *Pac-Man* or *Donkey Kong* on the drawing boards? Although the manufacturers certainly know the recipe for hit games by now, what if future games are mainly rehashes of past hits? And what will happen if more sophisticated home units indeed offer the public an almost identical experience to coin-op video?

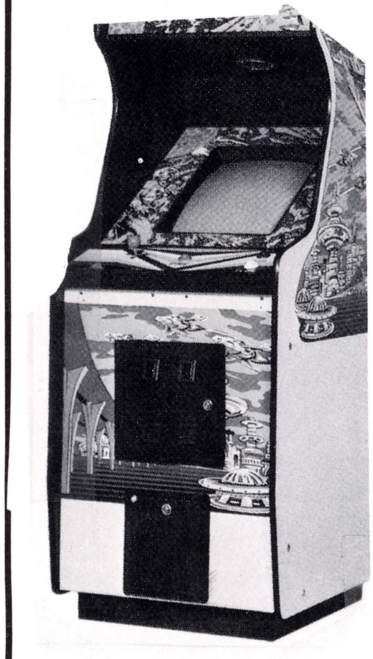
An answer

One possibility might be further efforts at combining pinballs with videos, as pioneered by Gottlieb's *Caveman*—an amusement form that no home-game manufacturer could duplicate feasibly for a long time.

If this happens, the video-only operator who is unfamiliar with the peculiarities of pinball will be caught with his smart bomb down.

Those good scouts who have remained true to the game of pinball, and have been working for a living during the video phenomenon, may yet realize a greater reward. They'll be prepared. •

Interchangeable Video Games At The Lowest Prices



ALL PARTS AVAILABLE

- Cabinets
- Monitors
- Lockbars
- PC Boards
- Transformers
- Joysticks

Fully Guaranteed

Distributorships Available

• **Unbeatable prices on complete units without PC boards.**

Contact for Full Information

(213) 698-2261
698-2262

12300 SUITE-J
E. WASHINGTON BLVD
WHITTIER, CA 90606

D.N.C. (USA) INDUSTRIAL CORP.
dba
LEE-SEN ENTERPRISE

FRANK'S CRANKS

By Frank Seninsky

Over/under coin doors may check vandalism

It's been a few years since I first saw the "over/under coin door and cashbox" design. During that period, Williams, Atari, and Taito, to name a few, started using an over/under door system.

Cashbox door access

By now, we all know the merits of having a completely separate cashbox area. The collector is the only one who needs to have a key to the cashbox door. There would never be a reason for a mechanic to require access to the inside of the cashbox door except to repair a vandalized door or compartment.

During the last few months, vandalism and robberies in the amusement business seem to have greatly increased. At least that's what's happening in my area of the country. We have taken great pains to install both front and back door hasps on all games.

In many cases this has helped, but lately we have found the fronts of cabinets completely ripped out, back doors broken into pieces, and monitors and boards destroyed because they were in the path of a crowbar or screwdriver. Game damage is often much more than the amount of coins stolen. Many of the games were in desperate need of cabinet work and were off location for many weeks. A mutilated coin door is very costly to replace and usually cannot be bent back into shape.

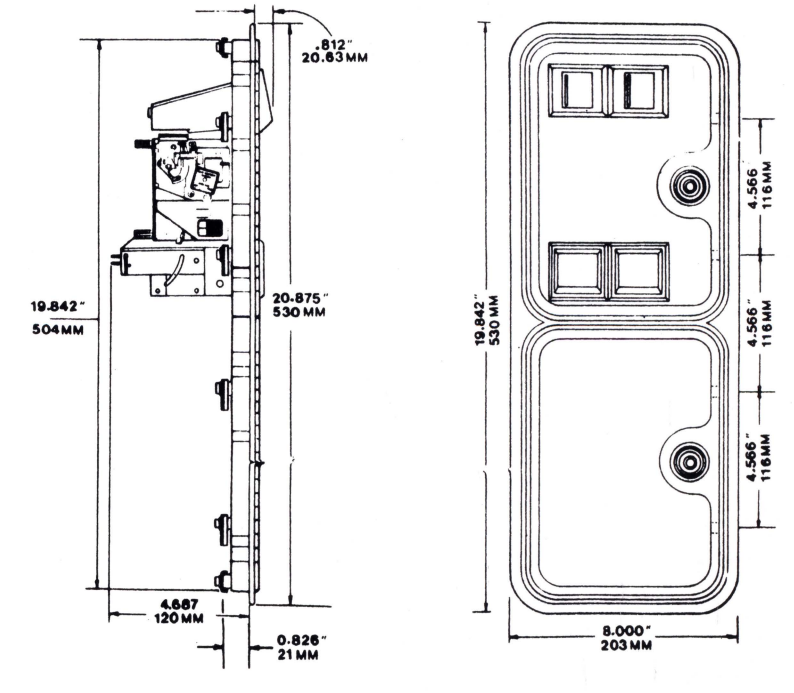
Sometimes the answer is to convert to tokens, but in many instances, this is not feasible. The next best approach may be the over/under coin doors. I have noticed that most thefts are done now from the back of the games. This takes more time because the culprit may sometimes have to get through wooden partitions (or fiberboard, cardboard, or just air) to get to the cashbox from the back of various games.

The best

The over/under doors that I like the best are made by Coin Controls Inc. of Elk Grove, Illinois, and are used mainly on Atari games. The frames are zinc die cast and are very rigid. It would be very difficult to get at the cashbox from the back of the game. Of course, you could torch through the metal, but if one wanted to go that far, there is little anyone can do.

To protect the front cashbox door, I would suggest placing a small hasp across the door. I've learned that it doesn't make sense to place large washers or plates under the nuts on the inside of the cabinet. If a crowbar is used to pull the hasp off, it is better to have the nuts pull through the holes instead of having the whole front of the cabinet ripped apart. After all, it's been said that locks and hasps are to keep honest people honest.

The Coin Controls cashbox door is approximately 6 inches wide by 10 inches high and pressed from 18 s.w.q. mild steel. If the door is pried open, it is not too difficult to hammer or bend back into shape. I also like the idea



Front and side view of the "over/under doors"

ARCADE SPECIALISTS

REPRESENTING

Rowe-AMI • Atari • Cinematronics
Centuri • Midway • Irving Kaye • Valley
Sega/Gremlin • Taito • Nintendo

COIN MACHINE DISTRIBUTORS, INC.

425 Fairview Park Drive • Elmsford, NY 10523
914/347-3777 • 212/538-1285 (NY City) • 516/222-4540 (Long Island)

TOLL FREE 800/431-2112

(in New Jersey & Connecticut)

Bowling & Ice Cream Designs

Copyright © 1982

Van Brook of Lexington, Inc.

P. O. Box 5044 • Lexington, Ky. 40555
Area Code 606 • 231-7100

Phone or write for catalog & samples

that it is flat and painted black. In most cases a little black spray paint will put you back in business. Another advantage is that a smart crook won't need to go after the upper coin door because, if he knows video games, he will leave that door alone. You may decide to also put a hasp across the coin door to minimize having this door broken into. These precautions may save you time and money in the long run. If you have a cashbox door that is too badly mutilated to repair, a replacement door is fairly inexpensive. (My guess is under $15.)

The Coin Controls top coin door assembly is one of the best in the industry. I have had very few coin problems with this door in comparison with other type doors. The door is small (6½ inches by 9½ inches) which makes it difficult to bend by kicking. I've given it a few good kicks and have done no damage. The entry and reject bezels are also zinc die cast and will definitely last longer than the plastic bezels used on other doors.

The coin return flaps are made of steel and can't be snapped off by pressing your finger against them. The plastic ones used on other doors are useless. Instead of trying to replace any missing plastic flaps with plastic flaps, order metal coin flaps instead. The flaps are there to deter penny flipping or any other damage fingers or wires may do.

The entry-reject buttons are made of polycarbonate and are illuminated. They don't stick in because the metal bezels are made to a closer tolerance than the plastic types; the metal is less prone to warp or bend and it can be greased. Coin return springs are also provided to add extra return action.

The white plastic arm that is pivoted by the reject button end into the coin acceptor rejection arm has a wider surface area that reduces the possibility of the button end getting caught between the plastic and the coin chute.

Increased angle, decreased travel

This is a major problem on other coin doors. The angle that the coin must roll down the chute to get to the acceptor has been increased and the length of travel has been reduced. This reduces the possibility of coins getting stuck in the coin slide chute to almost zero. The S-10 coin acceptors are also one of the best made. The slide wiper that brushes metal coins (Canadian)

and slugs off the magnet works very well. The return movement of this arm is free and easy and will rarely get stuck against the magnet.

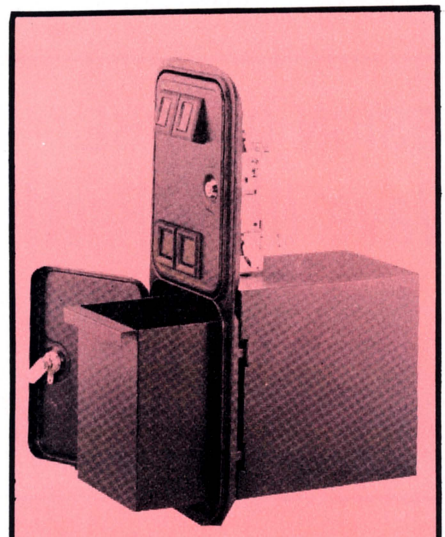
"Busy B" bounce resistant coin microswitches come with the door assembly. I have had very few problems with these microswitches. The actuating arms are slightly thicker and heavier than most other switch arms and won't get bent out of position.

Each coin acceptor is held in place by two screws. This method makes it slightly more time consuming to remove the mech but assures that the mech won't be vibrated or kicked out of position. This will reduce service calls.

I find the entire over/under doors made by Coin Controls Inc. to be virtually trouble free. Aaron G. Steelmon, sales representative, has also informed me that Coin Controls has now installed key hooks on the coin doors. I have been asking for this small concession for over a year. Yes, we are making progress.

Dig Dug coin problems

On many of the early *Dig Dug*'s, there have been numerous complaints



The Coin Controls Inc. coin door and cashbox system.

that four credits will register for one coin. I have encountered the problem but only occasionally and only on the right coin switch. The easiest way to correct this problem is to eliminate the right coin switch circuit, and run wires from the left coin switch in parallel to the right coin switch. Atari has recently come up with a better solution, but of course, it's more complicated.

The following modification need only be done on the earlier *Dig Dug* PCBs. The newer boards don't require the modification. The earlier boards are part #A038156 and have the large 40-pin chips located in the center of the board. The newer boards have these 40-pin chips located along one edge, away from the edge connector.

Step. 1. Cut the trace between pins 18 and 19 of LS377, located at 4D.

Step 2. Run a jumper wire from pin 1 of 74S04 (location 3A) to the end of the trace that was just cut between pins 18 and 19 of chip LS377.

Step 3. Run another jumper from pin 2 of 74S04 to the connector that runs from pins 1 to pin 42 of the custom 53 IC located between position 1C and 2C.

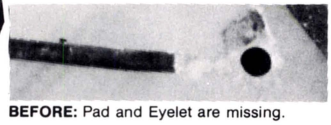
I have not seen this modification done so it's best to call Atari Field Service, and go over each step before you attempt this modification. As I've learned with most modifications, it's always best to double check each step because of misprints or incorrectly labeled pins. I don't want you to destroy a good PCB. •

DESOLDERING
SOLDER EXTRACTOR

- Easy-to-Operate Control Center is Compact
- Desoldering Vacuum Operates on Shop Air
- Controlled Heat and Vacuum are in the Same Handpiece Tip
- Easily Releases Components from Double-Sided PC Boards
- Superior Technical Manual

PNEUMATIC TRANDUCER OR SELF-CONTAINED

PRINTED CIRCUIT REPAIR & REWORK



BEFORE: Pad and Eyelet are missing.

AFTER REPAIR with SRS-050 Kit, the Pad and Eyelet have been neatly replaced.

A.P.E.
Available from Kimco

4089 S. Rogers Circle, #10, Boca Raton, FL 33431, 800/327-4133, (in FL) 800/432-4839

STATE OF THE ART TRAINING

In today's economy, if you're just "lookin' around" waiting for a better life, the future may spring some nasty surprises on you!

But if you'll take a few simple steps in the direction of Nevada Gaming Schools, a future as a skilled Amusement Machine Technician can be yours.

We'll show you all phases of amusement machine repair, including "hands-on" training on Video Games, Electronic Pinball Machines, Juke Boxes, T.V. Monitors and Micro Processors.

Call or Write Today For More Information.
NEVADA GAMING SCHOOLS, INC.
3100 Sirius Ave., Suite PM, Las Vegas, Nevada 89102
(702) 873-2345

POWER SUPPLY DESIGN COURSE

Lesson 3: Half-Wave (HW) Rectifier Design

Programmed Test

Editor's Note: The material below is a serialization of the Kurz Kasch correspondence course for electronics, designed specifically for the coin-operated amusement industry. This course is copyrighted and owned by Kurz Kasch of Dayton, Ohio, and its reprinting is being sponsored jointly by Kurz Kasch and Play Meter *magazine. This material is authorized for publication exclusively in* Play Meter *magazine.*

INSTRUCTIONS: *The purpose of this test is to guide you step-by-step thru actual circuit design problems. Also, many of these tests will provide you with additional design technique. Most important, these tests will provide you with a gauge to establish your degree of understanding of the material covered in the text. The test is programmed. Start at block one and then follow the numbered instruction associated with your answer.*

1

The voltage waveform at the output of an HW rectifier is termed a...

a. Pulsating DC — GO TO BLOCK 18
b. Pure DC — GO TO BLOCK 23

2

$V_{O(pk)} = \frac{12.0V}{0.318} = 34.3$ volts

Did you get the same result? If not, **do not** *go on but refer to the text and then recheck your math.*

What is $E_{S(pk)}$ *when the forward voltage drop across the diode is considered?*

$E_{S(pk)}$ = _____ Volts — GO TO BLOCK 34

3

$N = \frac{115V}{24.8V} = 4.63$ step-down

Did you get the same result? If not, **do not** *go on but refer to the text and then recheck your math.*

Assume the nearest commercial unit will provide an $E_{S(rms)}$ *of 24V.*

What is the "adjusted" $V_{O(av)}$*?*

$V_{O(av)}$ = _____ Volts — GO TO BLOCK 29

16

$V_{R(pk)} > 1.414 \times 24V = 33.1V$

$I_{(pk)} > \frac{1A}{0.318} = 3.14A$

Did you get the same results? If not, **do not** *go on but refer to the text and then recheck your math.*

You have completed the test for the HW rectifier.

17

$E_{S(rms)} = 0.707 \times 35.1V = 24.8$ volts

Did you get the same results? If not, **do not** *go on but refer to the text and then recheck your math.*

What is N for the transformer?

N = _____ — GO TO BLOCK 3

18

YOU ARE CORRECT!

Design an HW rectifier which will develop a $V_{O(av)}$ *of 12V ± 2V across a 12Ω load. What is the load current,* I_L*?*

I_L = _____ AMPS — GO TO BLOCK 30

23

YOU ARE INCORRECT!

Refer to the text and then return to BLOCK 1.

29

$V_{O(av)} = 0.318 ([1.414 \times 24] - 0.8) = 10.53V$

A $V_{O(av)}$ of 10.53V is with the original specification of 12 ± 2V. However, should the primary voltage fall below the 115V specified, say to 110V, the circuit will fail to meet the specified $V_{O(av)}$. We have decided not to take issue with the problem at this stage of the course but have reserved discussion to a later lesson.

The above is a formularization of the combined steps to find $V_{O(av)}$ from $E_{S(rms)}$. Stated more generally:

$$V_{O(av)} = 0.318 ([\sqrt{2} \times E_{S(rms)}] - V_F)$$

Did you get the same result? If not, **do not** *go on but refer to the text and then recheck your math.*

What are the parameters for choosing the diode?

$V_{R(pk)} >$ _____ *Volts*
$I_{(pk)} >$ _____ *AMPS* *GO TO BLOCK 16*

30

By use of Ohms Law I_L was found to be 1.0 amps.

What is the peak output voltage, $V_{O(pk)}$?

$V_{O(pk)} =$ _____ *Volts* *GO TO BLOCK 2*

34

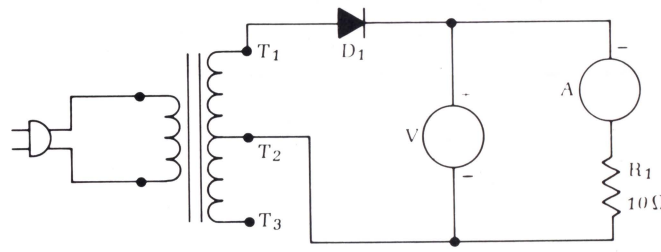
$E_{S(pk)} = 34.3V + 0.8V = 35.1$ *volts*

Did you get the same results? If not, **do not** *go on but refer to the text and then recheck your math.*

What is $E_{S(rms)}$?

$E_{S(rms)} =$ _____ *Volts* *GO TO BLOCK 17*

BREADBOARD



1. *Wire up the circuit shown in the diagram.*
2. *Be careful to observe proper polarity when connecting the meters into the circuit.*
3. *This circuit is identical to the half-wave rectifier designed in the text. The load is 25Ω and is made up of the DC resistance (14.7Ω) of the meter and the 10Ω resistor.*
4. *Apply power.*
5. *The voltmeter reads the average DC voltage, $V_{O(av)}$, 2.5V.*
6. *There may be a variance between the meter value and the calculated value due to different line voltages and the tolerance of the parts used.*
7. *The student would do well to read the actual circuit voltages and compare them against the calculated values. An oscilloscope can be used to read peak values and a VOM will read RMS values.*

Introducing Our Latest Videoshirts

New from Williams
DEFENDER
ROBOTRON 2084
STARGATE

Also: Pac-Man, Donkey Kong, Frogger, Centipede, Tempest, Asteroids, Space Invaders, Missile Command

Others shortly. Call for further listing.

- All shirts are printed on 50/50 Quality T-shirts.
- All shirts have 5-color silkscreen design.
- One dozen minimum per style
- Sizes:
  Boys: 10-12; 14-16
  Adults: S-M-L-XL

™ of Nintendo of America

THE WIZ KIDS
"PRINTERS OF THE OFFICIAL VIDEOSHIRT"
MANY OTHER VIDEOSHIRTS IN STOCK

161 Everest Drive, North Huntingdon, PA 15642
412/751-3020 800/245-6178

CRITIC'S CORNER

By Roger C. Sharpe

Manufacturers hope games make operators merry

Here come the winter winners as the industry tries to break out of a slump that has seen all equipment suffer on location.

In truth, it's the backlash of overproduction to meet heightened demand, which suddenly bottomed out, and a reaction of just how pervasive the economic recession is on the consumer level. The money isn't there as it once was, and coin-op is taking it on the chin—not to the point of despair.

But this too shall pass as it always has, based on the strength of new games and whether they're different.

It's a dilemma, but not one without hope for astute operators who have remained selective in their choice of pieces. Ideally, this column can serve as one of the many resources available in staying aware of individual models and possible trends in design. At least I hope so.

Anyway, on to the games at hand as we draw closer to the winter showcase in Chicago. What we'll see there is anyone's guess, although the indications are rapidly forming based upon the recent efforts of individual companies and the rampant rumors that always seem to surface this time of year.

Atari's *Gravitar*

This powerful force from the West Coast has served up its newest creation and brings into play a new universe of challenges that seem to go one step further than its *Battle Zone*, *Lunar Lander*, and *Asteroids*.

PLAY: The control panel is a return to a myriad of buttons rather than the more simplistic joystick(s) with or without a button, which had seemed to be the more prevalent trend of late. On *Gravitar* there are two buttons for maneuvering, one for thrusting, another for firing, and a last for activating a "shield/tractor."

For what x-y systems have been able to bring to arcade games versus raster, this effort has put it all together.

Once these are learned, the player is ready to destroy planets, enemy ships, and attack a planet surface. Then there's the opportunity to get additional fuel to continue the battle. Changing screen graphics feature three solar systems to survive in, in each universe before moving on to the next level of play. There's a dark universe where planet surfaces are invisible, complete with a dogfight in space and the chance to travel to the interior of a planet to wipe out an enemy reactor. Then the players escape back to the comforts of space.

ANALYSIS: The storyline of *Gravitar* holds up to the inherent play that's offered, thus involving potential players in a total experience of reflex and concentration, as well as mastery of the controls to keep the action going. It's not a simple task, which should enhance repeat play for the more serious videophile. There's also a dimensionality to what is viewed on the screen that adds to the total effect of this rather complete package and a complimentary reward of points to sustain interest.

GRAPHICS: The graphics are colorful and precise, with an obvious eye to detail for almost every shape. In fact, *Gravitar* should catch passersby as the scenario unfolds when someone is playing. For what x-y systems have been able to bring to arcade games versus raster, this effort has put it all together.

PROS & CONS: The initial question has to be whether video players want to journey once again into outer space. After being deluged with 'cutesy' games and characters, this is really a return to basics that might hit a responsive cord. Although the market is going to be segmented because of the challenge and skill needed to master it. This isn't to suggest that *Gravitar* can't hold its own against the competition, but rather that its time may have already come and gone.

RATING: Atari continues on its own particular course of product development and design, which seems to be refining and updating what has previously been developed. It is the same time-honored tradition that pinball

fell victim to and causes one to wonder whether it is the best direction to take. But let's give it a strong ##½, and wait to see the results.

Taito's *Jungle King*

Edgar Rice Burroughs probably never imagined that he would create a figure that might transcend the silver screen, let alone the video screen. But the loin-clothed hero of this odyssey brings the inspiration to life in a fun game of swinging from one vine to the next and swimming through shark-infested waters only to encounter two tribesmen to save the heroine of the saga.

It's a nice package from this innovative manufacturer with strong graphics and good sound effects that carry it off. We'll go with a ###, and keep practicing our aerial act.

Williams' *Moon Patrol*

Another licensed effort, *Moon Patrol* tries to capture some realistic dimensionality in a race against time to cover the greatest distance and overcome obstacles from above. Obstacles that are in front and, seemingly, everywhere as players maneuver their space buggy amid a world of menacing enemies.

There's form and substance to the on-screen action that raises this game above the ordinary. It's enough of a challenge to bring players back for more, but when they accomplish the tasks before them, will the same interest be in evidence?

I doubt the staying power of *Moon Patrol* in terms of months of heightened activity, but the novelty itself is worth the ###, and the thought that maybe driving lessons will help more than hurt...unless it's the written road test.

Pacific Novelty's *Nato Defense*

It came out strong with *Thief* and now returns with another, although admittedly, a more intricate maze game that's been dressed up and enchanced.

The controls are basic, the action interesting, and the graphics are a positive part of the potential appeal. But is it just a rehash of an idea? We'll go with a ## only because the effect is less than "a-mazing."

Nintendo's *Donkey Kong Junior*

How do you play it safe, not fall victim to the knock-off syndrome, and follow up on the success of a massive hit?

Well, if you're Nintendo, you change around the heroes of the drama, add new wrinkles to the action, as well as challenges in play, and you're left with a worthy successor that should prove to be just as strong as "senior."

The cast of characters is back, only this time little junior is out to free dad from the clutches of Mario. This is sure to be an "ape-alling" effort that deserves a ####. That's no monkey business for operators or players.

Next time there will be more full-fledged reviews, as well as the new minis. Here's the hope that the season proves to be an upturn for one and all. Until then, as always, be well and prosper. •

The Video Outpost advantage: Put any two video games ANYWHERE!

Locations are easy to find. Good locations have become almost impossible to find. With The Video Outpost you can take advantage of the great high-traffic locations. Impervious to watered-down income from competing games that are too nearby. You can also reduce the geographic radius of your route and save travel money.

The all-steel, weather-repellant, vandal-resistant design of The Video Outpost makes nearly all locations possible. Count your potential new locations tonight. Call us tomorrow.

The Video Outpost produces and protects profits with:

- Easy assembly • Easy mobility • Complete security for coins
- One-man game installation and service
- Steel inserts for total nighttime lock-up
- Dupont "S.A.R." viewshield for game security
- Vinyl exterior appliques over 2 coats baked-on urethane over nickle-plated steel

The survivor of tomorrow will be the operator who is creative today. Your outpost will last at least ten years. How many of your games will last ten years?

For more information or the name of the distributor nearest you, call collect

ALL-WEATHER AMUSEMENTS

Building 131, Avenue B, Westhampton Beach, NY 11978 516-288-5252

Patent Pending TM–Registered Trademark

Step Into 'Speakeasy'

"*Speakeasy* combines some of the best features of the older pingames such as the ever popular add-a-ball with some exciting new features such as the fly-away targets and a state-of-the-art electronic package," stated Tom Nieman, vice president marketing for the Bally Pinball Division. "The test response is terrific and the ever popular card game theme seems to appeal to today's players as much as yesterday's."

Speakeasy begins with a series of 5-9 top card rollovers that the player tries to lite in sequence. A special option on this feature allows the player to draw cards, and cancel the one lit to help achieve the sequence objective. The penalty here is they sacrifice 25,000 points for each card.

The flyaway targets also score in a sequence mode. This time it's a 10 through ace combination for an extra ball, to light the multipliers, increase the spinner value, and score the lit chip value.

Another scoring feature on *Speakeasy* is the right side joker lane. Lighting the first joker scores 5,000 points; the second, 10,000 points; the third, 15,000 points; and the fourth, 20,000 points for a total of 50,000 points. Lighting all four wins a free ball.

One of *Speakeasy's* features is the Wheel of Fortune. When a ball enters the outhole, the wheel spins and the bonus countdown is going on simultaneously. Players receive the value scored, usually points. However, there is also a hole for add-a-ball or subtract-a-ball!

Grounding moles

Holey Moley is a fast action respond game that is a video adaptation of the *Whack-A-Mole* arcade attraction.

It is built under a joint licensing arrangement with Rollertron Corp. of Tokyo, Japan, and Game-A-Tron Corp. of New Britain, Connecticut.

At the player's fingertips is a lighted nine-button control panel. By pressing the proper button, the player activates a hammer on the video screen over the hole in which a mole appears. The quicker you hammer the head of the mole, the more points you score.

The player must stay alert at all times, as occasionally the tail of the mole appears rather than the head. Points are deducted from the player's score when moles are accidentally hit on the tail.

Extra features include the King Mole, who appears at random and moves even faster than the regular moles. Hammering the King Mole scores the highest points.

There are also intermittent challenge rounds during which the player attempts to hammer all moles as fast as possible. No tails appear during the challenge round, so the player can hammer without fear of any points being deducted.

The player must exceed the "passing point" on each round in order to continue play. Scoring less than the passing point ends the game. The passing point increases as the game progresses, making later rounds more difficult.

Operator options include adjustment of the beginning passing point from 300 to 400 points. Also the speed of the moles have four settings, all simply adjusted by dip switches.

Dual play

For the first time ever, Williams' dual player *Joust* offers players the opportunity to challenge each other in direct, head-to-head competition OR team up against a common enemy—the game itself.

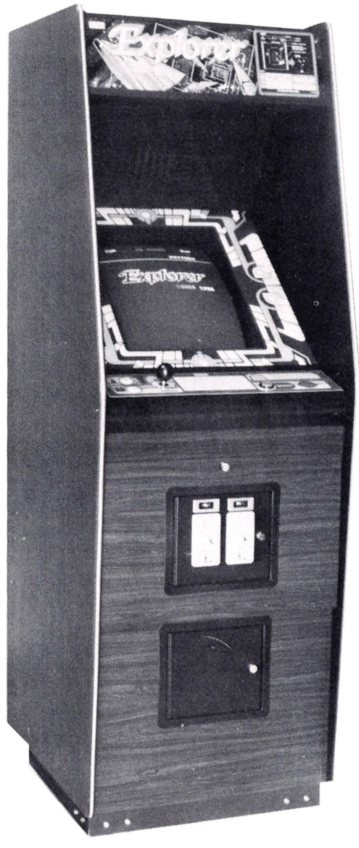
One person can play alone, but when two play, the possibility increases of reaching higher waves and taking on new and different challenges. And, dual player means dual earnings for the operator.

Players start their journey into *Joust's* mythological world of fantasy and fun mounted on an ostrich or a stork. Each player, manning a "flap button" and a joystick, flies his bird toward enemy riders astride buzzards and attempts to unseat them. A successful *Joust* scores points for the player and turns the enemy into an egg that must be picked up before it hatches into an even more dangerous adversary.

Later in the wave, players must beware a deadly pterodactyl that emerges, swooping down to keep the player jousting until all of the enemy are defeated. As play progresses, fire consumes the bridge on both sides of the bottom ledge, leaving smaller and smaller areas to land and a "lava troll" takes shape, reaching its deadly grip up to grab anything that dares to fly over its den.

To make the play even more interesting, the Second Wave and every Fifth Wave thereafter are Survival Waves. Players are rewarded with 3,000 points for not losing any riders during these waves. And, for even more excitement, every Fifth Wave is an Egg Wave in which players earn extra points by picking up as many of a dozen eggs as possible before they hatch.

In dual player action, players move into more sophisticated and intriguing waves and have more strategy decision to make such as whether to play together against the enemy riders or play against one another.



NEW products

3-D flight

Explorer, offered by Data East, is the fourteenth game in its library of interchangeable games. It follows on the heels of *Mission X*, the most successful game on the Deco Cassette Interchangeable game system, company officials claim.

Explorer is a joystick controlled game in which the player flies his craft through 3-Dimensional screens to contain the enemy before they reach the spacecraft to blow it up. The player must contain the enemy in the space corridor by blasting them with his laser rings. Uniquely, the player's craft can move all over the screen and is not limited to staying on the perimeter of the space corridor.

But the action doesn't end there. After winning the battle at the space corridor, the spacecraft is shot into deep space and a new space corridor to defend with laser rings. Each new space corridor has a different shape and construction in order to challenge the best game players.

There are four different sized and shaped, 3-D space corridors, as well as four separate fighting object screens for maximum player interest. Each new screen is more challenging and requires different reaction and movement by the player in order to avoid destruction.

"With *Explorer*, we have given the game player not only 3—Dimensional excitement, but also two completely different game concepts in order to provide the necessary variety and challenge that are required to have a top game today," said Bob Lloyd, executive vice president, general manager for Data East. "The sounds are visually strong, and colorful graphics really add to the excitement of *Explorer*."

Jungle Journey

Who hasn't fantasized about being king of the jungle? Now, *Jungle King* from Taito America makes that fantasy come alive.

Jungle King leads the player on an adventurous journey through a dense forest filled with savage beasts and a crocodile-infested river to save the Jungle Princess held captive by barbarians who inhabit this uncharted kingdom.

The player is the Jungle King who must use the joystick control and button to jump from swinging vine to vine while avoiding screeching monkeys who impede his progress.

After the player swings from the last vine, he must dive into the treacherous crocodile-infested river. To destroy these jaw-snapping brutes and earn bonus points, he must push the knife button. While in the river, he must watch his air supply or our man of the jungle will drown if the air meter reaches 0.

When Jungle King makes it through the river, he must climb a steep, rugged cliff and dodge falling boulders to rescue the beautiful Princess guarded by savages. Both the joystick control and button must be used by Jungle King to save the Princess.

An extra Jungle King is awarded at 10,000 points (adjustable). The game is over when all three Jungle Kings are lost or the game timer reaches 0. One or two players can take on the challenge of this game.

Jungle King has scored exceptionally well in site tests, said company President Jack Mittel. Mittel said although *Jungle King* is unique to the video game world, the concept is a live-out-your-fantasy one that has captured the imaginations of people for ages. Mittel sees great success with *Jungle King*.

The games measures 67 inches by 24 inches by 30 inches and is also available in a Trimline model.

Boo!

Spirit's supernatural theme is brought to the player through a blend of playfield and backglass artwork and chilling sound effects. The animated backglass, a proven attract feature, completes the graphics package.

On the playfield, players are treated to several of Gottlieb's favorite features, as well as a few new ones. Play begins on the main level of this two-level game. Completing rollovers advance bonus multipliers from 2x to 6x and spelling of S-P-I-R-I-T lights the special feature.

Miniflippers covering both drain lanes provide the player with a permanent last chance feature which is especially useful during multiball play. Two lights for the extra ball are on the main playfield, and the other two are on the upper miniplayfield.

Entrance to the upper playfield is either through the stationary forward ramp or the player activated Stargate ramp at the top of the playfield.

CLASSIFIED ADVERTISING

COMPLETE BUYING SERVICE FOR ALL:

- VIDEO & PINBALL (new and used)
- KIDDIE RIDES
- PROMOTIONAL ITEMS
- HOME VIDEO GAME CARTRIDGES
- PAC-MAN WATCHES

unlimited quantities/Fast Delivery

WHOLESALE PRICES ONLY

AMERICAN MARKETING

825 N.E. Lakewood Blvd., Lee's Summit, MO 64063

816/795-0670

816/478-1364

FOR SALE

VIDEOS

Zaxxon	$2150.
Pac-Man	1795.
Defender	1750.
Tempest	1495.
Hyperball	1295.
Omega Race	1295.
Donkey Kong	1950.
Qix	995.
Phoenix	995.
Gorf (ct)	995.
Eagle	800.
Space Invaders Deluxe	750.
Carnival	650.
Football (2pl)	350.
Armor Attack	300.
Asteroids Deluxe	895.

PINBALL

Flash Gordon	$795.
Dragon Fist	895.
Black Knight	795.

MARK'S ARC

Lansing, Michigan

517/882-0212

LEGAL SPEED UP KITS

Now Available

COPYRIGHT SAFE

Does Not Change Original Program Design

INCREASES SPEED OF PLAY ACTION

Easily Done — No Chip Changes

1—5.....$18.00ea.

6—10.....$16.00ea.

11 & Over.....CALL

CALL NOW: (212)531-1557 — leave order OR WRITE:

GOLD COAST

Box 155, Brooklyn, NY 11236

(all orders shipped immediately UPS C.O.D.)

WIZARD ELECTRONICS' NEW CONVERTIBLE GAME

- Upright & Cocktail Models
- Solid Wood Construction
- Heavy Duty Wiring & Power Supply
- 1 year warranty on Top Rated Monitor
- Double Lock Coin Box
- Rear Cabinet Wheels

(Dealer Inquiries Invited)
Leasing Plan Available

CAN BE WHATEVER YOU WANT IT TO BE:

LOOPING
LADY BUG
KNOCKOUT
RED CLASH
JUNGLER
NAUGHTY BOY
....& many more copyright safe games.

Complete change out kits from $695 (less trade-in)

Call:

702/871-1555

or write for Brochure:

WIZARD MARKETING

3140 Polaris, Suite #20, Las Vegas, Nevada 89102

LIMITED TIME ONLY.
Special factory expansion pricing from $1795.
CALL NOW!!!

EPROMS PROGRAMMED

2708; 2716; 2532; 2732; 2564; 2764

$10.00 PER CHIP
PROGRAMMING FEE

Send us any EPROM or ROM and we will duplicate it for $10, plus the cost of the blank chip. You may supply blank or buy from us at the following rates:

2708	$3
2716	$4.25
2532	$7.50
2564	call

Software Development Available

BOARDS REPAIRED

Send us any video board, power supply, or TV monitor. It will be repaired and shipped out within 24 hours in most cases. (Carry in service available)

GAMEROOM SERVICE

We currently service many of the most successful gamerooms in the New York City, Long Island area Call for prices.

GAMETEK SERVICE CO. INC.
199-18 32nd Ave., Bayside, NY 11358
(212)631-9242
(800)221-9070 Toll Free

USED LOGIC BOARDS

$150-up

ALL TYPES

(all legal)

B & A ELECTRONICS
Box 306, Taylor, MICH 48180
(313)675-8541

BOARD PROBLEMS??
Can't Keep Your Imports Running?
Is Your Distributor's Service Dept. Putting a Crimp in Your Profits?
Don't wait another minute!
Call us NOW!
Expert, reliable service
Servicing ALL games
foreign & domestic
GOLDEN DIGITAL SERVICE
3001 Luana Dr., Oceanside, CA 92054
(714)724-1718

YOU GET WHAT YOU PAY FOR!!!
FULL SELECTION OF GAMES, KIDDIE RIDES, POOL TABLES TOO LONG TO LIST
One of the largest selections in the country/NEW & USED
IF YOU NEED IT, WE'VE GOT IT!
WE DON'T JUST SELL GAMES/WE SELL SERVICE

- **Immediate delivery on all machines**
- **Everything reasonably priced**
- **Quick turn around on all service work**

BRAND NEW ITEM
Introducing: VIDEO PRO GLOVES
(a must for every serious video game player)

***Don't call us for any Brand X or greay area machines. We don't and won't carry them!**

3218 Gentilly Blvd. New Orleans, LA 70122
504/443-4874

LAST CHANCE! THIS AD WILL NOT APPEAR AGAIN!

BERZERK-FRENZY/BERZERK-FRENZY/BERZERK-FRENZY

Our newest conversion kit is "FRENZY"

This complete board will retro-fit Stern's "Berzerk"
A complete board, no soldering or jumpers to install.
Simply remove your old board & install your new board. Simple as 1, 2, 3.

We have painted our old Berzerk's BURNT ORANGE to match the new "FRENZY", replaced the top name panel with a painted panel. I believe the cash box talks/Our average gross for the past 8 weeks has been $260.00. This conversion is so strong that we are buying up old Berzerks.

This new board is available now at $450.00. I'm sorry but credit CANNOT be given on old Berzerk boards--they are useless. My supply is limited. First come, first served.
Payment by cash, money order, certified check (NON-certified check/allow 14 days to clear.)
UPS collect by cash or certified check only.

I WILL STAND BEHIND THESE BOARDS FOR ANY AND ALL LEGAL COPYRIGHT PROBLEMS.

CROWN VENDING CORPORATION
111-59 44th Ave., P.O. Box 19, Corona, NY 11368
212/592-7070

HAVE GAMES WILL TRADE!!

Trade your Pac-Man, Defender, or Monaco GP on any of the following new games for immediate shipment:

Jungle King	Robotron
Donkey Kong, Jr.	Zaxxon
Moon Patrol	Ms. Pac-Man
Gravitar	Turbo
Tron	Stargate
Kangaroo	Centipede
Tutankham	Dig Dug
	Slither

WE ARE ARCADE PLANNING CONSULTANTS
201/729-9195

PHOTO MACHINES
WE BUY & SELL

CHEMICALS, FILM, PARTS
BEST PRICES GUARANTEED!
ED HANNA
P.O. Box 290777, Davie, Florida 33329
305/474-5888

NATIONAL TICKET

why pay more?
USE NATIONAL TICKETS
Custom Printing for your machines
NATIONAL TICKET
1650 B'way at 51st St. NYC
(212) 757-1426
Jack Conway, President

NATIONAL TICKET

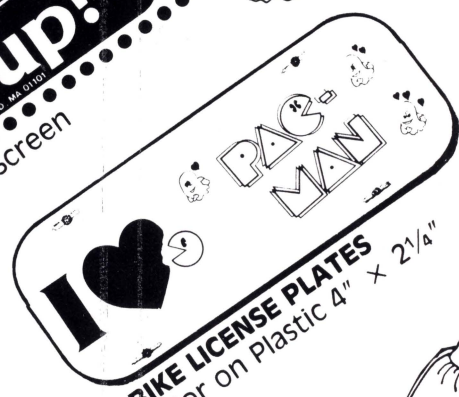
MAJOR DISTRIBUTOR
NEEDS AN EXPERIENCED
BRANCH MANAGER
AN OPPORTUNITY FOR ONE WHO HAS A GOOD TRACK RECORD AND WILLING TO RELOCATE
Call Al Rodstein BANNER SPECIALTY COMPANY
(215)572-6966

ORDER NOW!

NEW!

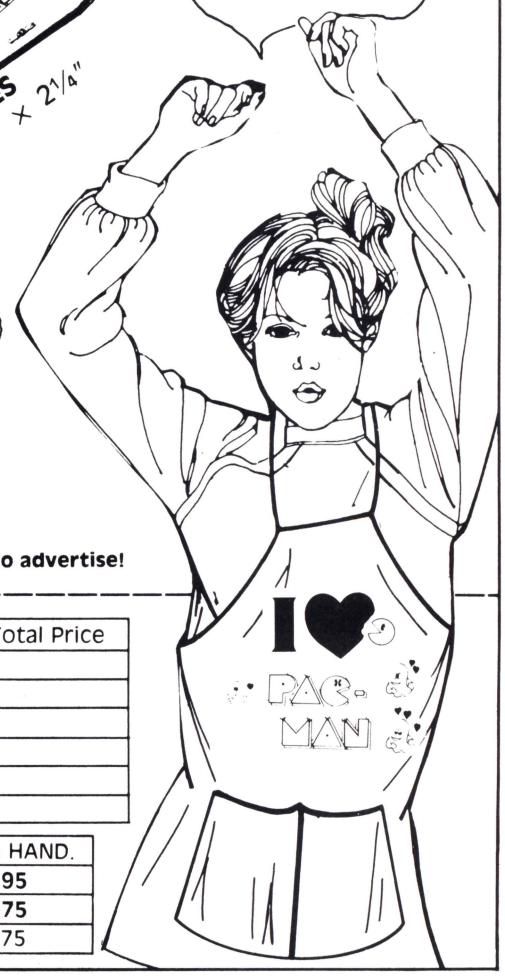
PAC-MAN You'll eat it up!
©MIDWAY TM of MIDWAY Mfg. Co. Amusement Marketing Concepts, PO Box 3002 SPFLD, MA 01101
BUMPER STICKERS Color Silk Screen

NEW!



BIKE LICENSE PLATES
Color on Plastic 4" x 2¼"

ARCADE & BAR-B-Q APRONS!
For cash or for cooking!
Color on Sturdy Cloth!



NEW!

INCREASE YOUR PAC-MAN PROFITS!

Aprons.....$6 ea., min. 1 dozen
License Plates.....95¢ ea., min. 1 gross (144)
Bumper Stickers.....(15-500) $1.25 ea. min. 1 dozen
(501-5000) 75¢ ea.

New items arriving too fast to advertise!

PAC-MAN © BALLY/MIDWAY TM of BALLY/MIDWAY Mfg. Co.

SHIP TO: _____
Street _____
City _____ State _____ Zip _____
Phone ( ) _____

TERMS: Check with order or send C.O.D.

Please make checks payable to:
Amusement Marketing Concepts, Ltd.
P. O. Box 3002
Springfield, Mass. 01101

Contact us now to order or for free brochure — use this form or call (413) 781-1220.

	Quantity	Unit Price	Total Price
Aprons			
Plates			
Stickers			
		Subtotal	
		Postage & Hand.	
		Total	

TOTAL	POST. & HAND.
$15-30	$3.95
$31-75	6.75
$75 +	7.75

LOOK
AT THESE PRICES!!!!
We buy, sell, & trade

Naughty Boy (new)	$1295.
Lady Bug (new)	1095.
Jack Giant Killer (new)	1495.
Rapid Fire (new)	895.
Hyperball (new)	895.
Stargate	1995.
Centipede	1950.
Galaga	2195.
Ms. Pac-Man	2095.
Pac-Man	1695.
Ms. Pac-Man c/t	1895.
Defender	1695.
Bosconian	1795.
Kick Man	1695.
Kram	1695.
Tempest	1495.
Omega Race	1395.
Lil' Hustler	1395.
Vanguard	1195.
Phoenix	1195.
Moon Shuttle	1095.
Wizard of Wor	1095.
Red Baron	895.
Galaxian	845.
Solar Quest	1095.
Crazy Climber	895.
Fire Truck	450.
Star Castle	595.
Skydiver	295.
Rip Off	595.
Space Duel (c/t)	1395.
Missile Command	995.
Warp Warp	1095.
Asteroids	795.
Asteroids Deluxe	895.
Battlezone	695.
Battlezone (cab)	595.
Starship	350.
The Pit	1495.
Route 16	695.
Pleiades	1095.
Eagle	695.
Armor Attack	895.
Astro Fighter	995.
Space Fury	995.
Astro Blaster	1195.
Spectar	795.
Mousetrap	1495.
Space Zap	495.
Space Invaders	595.
Space Encounters	495.
Space Zap (cab)	450.
Scramble	895.
Berzerk	995.
Amidar	1495.
Super Cobra (c/t)	850.
Super Cobra	895.
Polaris	695.
Stratovox	695.
Colony 7	995.
Qix	1395.
Zarzon (cab)	695.

Original Game Boards
Coin Counters
Joysticks — **call for prices**
Power Supplies
EPROM Programming

COMTEC, INC.
1-501-751-9512

LOGIC SERVICECENTER
HIGH QUALITY SERVICE AT LOW PRICES

VIDEO BOARDS
POWER SUPPLIES
T.V. MONITORS

24 HR. REPAIR SERVICE
IN MOST CASES
CARRY IN SERVICE FOR YOUR CONVIENCE
27077 LORAIN AVE.
NORTH OLMSTEAD, OHIO 44070
(216) 777-1050

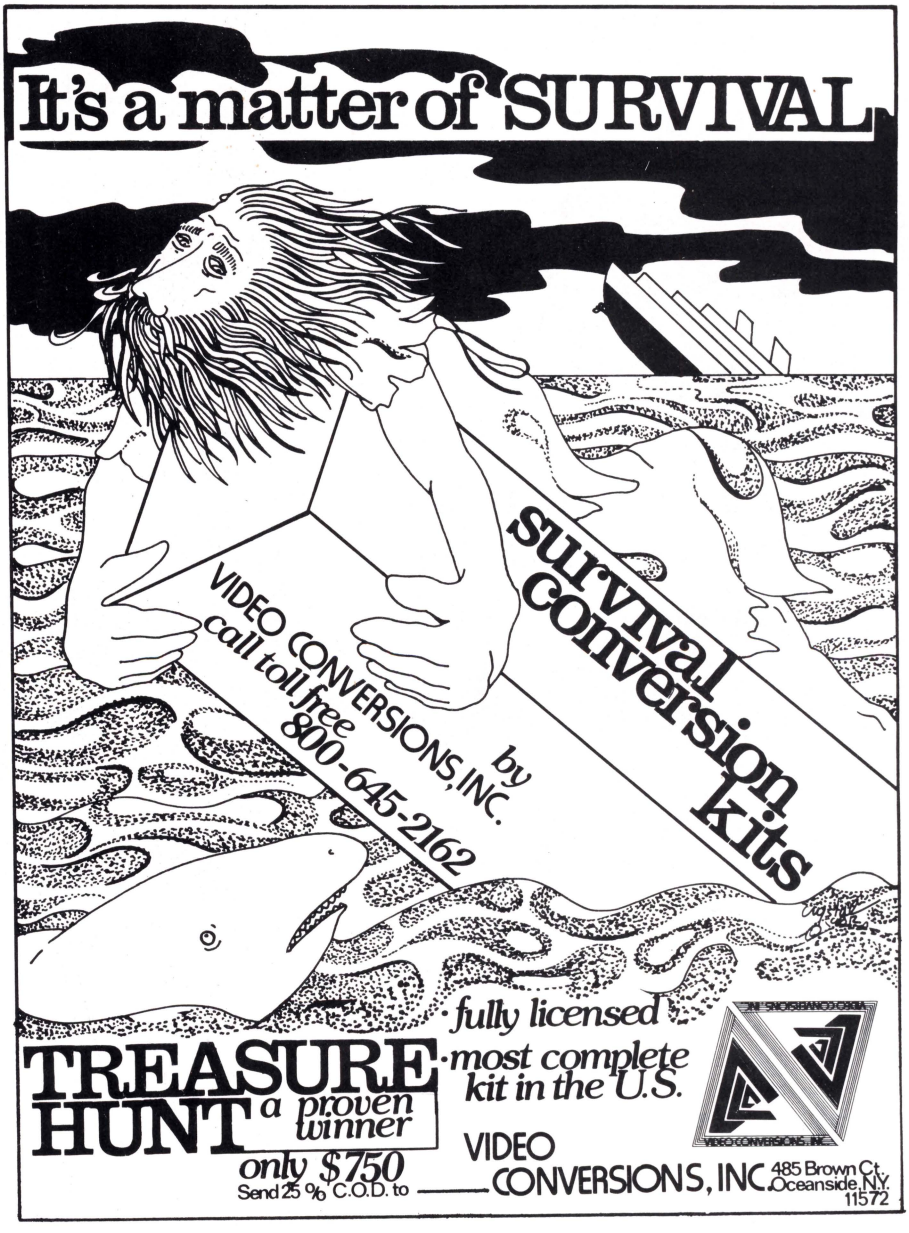
KURZ-KASCH
Arcade Test Equipment
Signature II analyzer, ROM test I w/probes & TF650 board tester.
Cost Over $2000/MAKE OFFER
VIDEO SERVICE CORP.
305/723-6114

COCKTAIL TABLE CLEARANCE SALE
(all original manufacturers/no copies)

Astro Blaster	$525.
Asteroids	375.
Gorf	795.
Asteroids Deluxe	425.
Moon Cresta	475.
Galaxian	550.

B & B VENDING CO.
1560 Edison St., Dallas, TX 75207
214/747-0041

It's a matter of SURVIVAL



fully licensed
most complete kit in the U.S.

TREASURE HUNT a proven winner
only $750
Send 25% C.O.D. to VIDEO CONVERSIONS, INC. 485 Brown Ct. Oceanside, N.Y. 11572

VIDEOS & PINS

"OLDIES BUT GOODIES"

Asteroids (original) . $475
Scramble 525
Space Invaders 295

"SUPER SPECIALS"

005 (mint) $895
Warlords 475
Jeanie 395
Armor Attack 450

"NEW HITS"

DONKEY KONG, JR.
JUNGLE KING
MOON PATROL,
ETC.

"MUST SELL"

Grand Champion
Pac-Man
Kangaroo
Rapid Fire
Astro Fighter
Battlezone
Black Knight
Devil's Dare
Eliminator
Football
Pleaides
Radarscope
Strategy X
Super Cobra
Tempest
Tutankham

MANY MORE GAMES IN STOCK
CALL FOR COMPLETE LIST
We ship anywhere
FAMILY AMUSEMENTS, INC.
RT. 1, BOX T-122
Charles Town, W. VA. 25414
304/725-0047

WE HAVE THE LOWEST PRICE ON AMERICAN LOCKS & HASPS
ACE LOCKS re-keyed . . $1.00
ACE KEYS cut $1.00
"FOR YOUR COMPLETE SECURITY NEEDS"
POWER SUPPLIES & MONITORS
PHILADELPHIA VENDING
8810 Dewees St., Philadelphia, PA 19152
215/698-2738

CIGARETTE MACHINES

10 brand new—14 columns
Still in factory sealed cartons
SELL ALL OR INDIVIDUALLY
Negotiate extremely reasonable price
(delivery possible)
(419)625-7625

WHOLESALE

Route & Arcade Specialists
Immediate delivery on all new video games
RECONDITIONED

Turbo (sit down) . . . . . $3000.
Turbo (upright) . . . . . 2400.
Tron . . . . . 2300.
Dig Dug . . . . . 2200.
Kangaroo . . . . . 2200.
Robotron . . . . . 2300.
Ms. Pac-Man . . . . . 2100.
Zaxxon . . . . . 2100.
Stargate . . . . . 2100.
Centipede . . . . . 2100.
Tempest . . . . . 1600.
Galaga . . . . . 2100.
Donkey Kong . . . . . 1800.
Pac-Man . . . . . 1800.
Defender . . . . . 1600.
Thief . . . . . 1600.
Looping . . . . . 1500.
Monoco GP . . . . . 1600.
The Pit . . . . . 1400.
Challenger . . . . . 1000.
Used Pinballs . . . . . $200 up
Nat'l Cigarette Machines $400.
NEW CLOSEOUTS . . . . . $1200.
Vanguard
Challanger
Solar Quest
Phoenix (ct)

NJ 201/729-6171

COMPARE THESE PRICES!

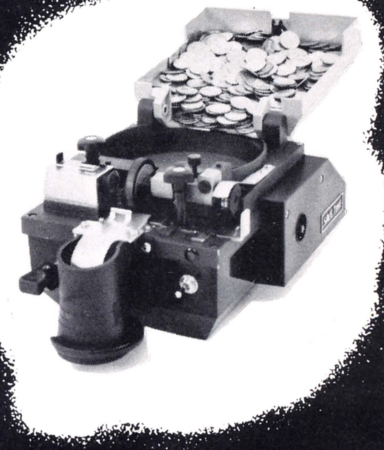
Exceptionally clean upright videos
(all originals/no copies)

ASTEROIDS . . . . . $595.
CENTIPEDE . . . . . 1895.
DEFENDER . . . . . 1695.
DONKEY KONG . . . . . 1895.
FROGGER . . . . . 1495.
OMEGA RACE . . . . . 1195.
MS. PAC-MAN . . . . . 2295.
PHOENIX . . . . . 1295.
ROBOTRON . . . . . 2095.
SUPER COBRA . . . . . 595.
SPECTAR . . . . . 695.
STARGATE . . . . . 1895.
TEMPEST . . . . . 1595.
TURBO . . . . . 2495.
ZAXXON . . . . . 2095.

713/569-9649
713/560-3645

Qwik-Count Coin Counter

- portable
- lightweight
- manual/electric
- all denominations/tokens
- auto stop for tubing
- bag holder
- 1000+ coins per minute



SCAN COIN
World's First Choice in Coin Handling Systems
201 Elden Street
Herndon, Virginia 22070
Call **Toll Free**
1-800-336-3311,
in Virginia call
(703) 471-6510

Dealer inquiries welcome

VIDEO ARCADE FOR SALE

Large arcade in greater Hartford, CT area

Gross: $525,000 Net: $150,000

Long term lease

Purchase Price: $600,000/Firm

No Terms/Write if seriously interested

C/O: Play Meter Magazine
P.O. Box 24170
New Orleans, LA 70184 (Dept. AA)

CRT MONITORS for Video Games

High Quality & Low Price

* **Color Monitors**
* **Black & White**
* **X-Y Monitors**
* **Green Monitor**

Also carry computer grade monitors

HANDWELL CORP.
4962 El Camino Real, #119
Los Altos, Calif. 94022

415/962-9265

FOR SALE

PINBALLS

Cleopatra	$150.
Close Encounters	150.
Dragon	150.
Joker Poker	150.
Ground Shaker	225.
Globetrotters	200.
Kiss	200.
Paragon	250.
Silverball Mania	300.
Super Sonic	200.
Strikes & Spares	150.

VIDEOS

Asteroids	$450.
Asteroids Deluxe	450.
Battlezone	495.
LeMans	450.
Missile Command	550.
Super Bug	195.
Rip Off	250.
Star Castle	500.
Targ	350.
Depth Charge	175.
Space Invaders	295.
Head On	150.

STAN HARRIS & CO., INC.
S.E. Corner 'G' & Lycoming Streets
Philadelphia, PA 19124

215/426-7500

INFINITY I

THE GAME WITH 1000 FACES

Now available in either upright or coctail model
This game will take any PC Board that we are aware of
Completely interchangable/cuts down service bills/easy operation
GIVE YOUR GAME A NEW DIMINSION/MOST BOARDS AVAILABLE

UPRIGHT ..... **$1000 F.O.B. Chicago**
COCKTAIL ..... **900 F.O.B. Chicago**
(PC Board price depending on game)

CALL OR WRITE: HOFFMAN INTERNATIONAL
600 McGlerg Ct., Suite 309, Chicago, ILL 60611

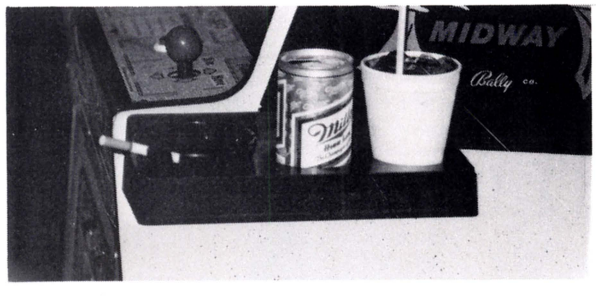
312/280-7610

CLEAN UP YOUR ACTION! WITH GAME CADDY

Stop spills and cigarette burns on your games with the all new GAME CADDY.

Customers will stay longer and play longer with the added convenience of GAME CADDY!!!

Features easy to clean no residual drink slots and removable, replaceable heavy duty ash tray. Easy to install with super sticking, press on adhesive.



SPECIAL INTRODUCTORY OFFER

☐ **SAMPLE (one only)** **$9.95**
(add $1.50 shipping & handling)
☐ **LOTS OF THREE DOZEN** **$5.95**
☐ **GROSS LOTS (144)** **$4.80**

DEALERS INQUIRIES INVITED
Phone: 512/749-6294
Port Distributors • Box 954 • Port Aransas, TX 78373

ORDER FORM

Port Distributors
P.O. Box 954
Port Aransas, TX 78373

Please ship the Game Caddies indicated below.

☐ **SAMPLE (one only)** **$9.95**
(plus $1.50 handling charge)
☐ **ONE DOZEN @ $6.95** **$83.60**

☐ **THREE DOZEN @ 5.95** **$214.20**

☐ **GROSS LOTS @ $4.80** **$691.20**

(Texas residents add 5% sales tax or furnish tax number)

SHIP TO:
Name _____
Address _____
City _____
State _____ Zip _____

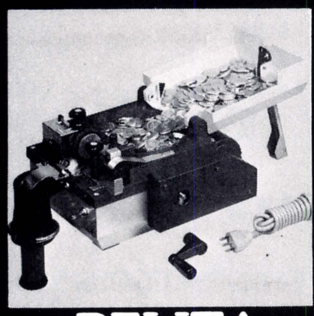
☐ Payment Inclosed Amount_____
☐ Visa ☐ Master Card

Acct. No. _____
Exp. Date _____

Signatuare _____

BELITA

Lightweight portable
COIN COUNTER



BELITA

LIGHTWEIGHT PORTABLE
COIN COUNTER
Manual or Electric

- AUTOMATIC STOP
- *INEXPENSIVE*
- COIN TRAY SUPPORT
- *BAG HOLDER*
- FAST
- *ONLY 9 POUNDS*
- LONG LASTING

R.H. BELAM CO., INC.
1 Delaware Drive
Lake Success, New York 11042
516/488-5600
Telex: 221568 or 7978093

SMALL ESTABLISHED GAME ROUTE FOR SALE

Located in Savannah, GA area
Net: $50,000 per year
Needs only one man to operate
Locations under contract
Very Reasonable
912/772-5161
C/O: Edward Preve
P.O. Box 186, Rincon, GA

WELL ESTABLISHED VIDEO ARCADE CHAIN FOR SALE

Gross: $450,000 +++
Excellent leases
$575,000 with terms
Call: Scott Skinner
812/948-0794

NEW FAMILY GAME CENTER & ICE CREAM PARLOR FOR SALE

West Chicago suburban area
45 of the newest video games
plus
fully equipped ice cream
parlor seating 40
10-year lease in small strip
shopping center
$375,000
For information call:
Mr. Kaplan at 312/541-0772

COMPARE THESE PRICES!!

Exceptionally clean video games
(all original/no copies)

Centipede	$1795.
Defender	1595.
Deluxe Asteroids	495.
Donkey Kong	1795.
Kangaroo	2195.
Omega Race	1195.
Phoenix	1195.
Robotron	1995.
Spectar	695.
Stargate	1695.
Tempest	1395.
Turbo (up)	2395.
Zaxxon	1795.

713/569-9649
713/560-3645

LOCATION READY

30 DAY GUAR. ON LOGIC, T.V. & POWER SUPPLY

PAC-MAN (ct)	$1795	ASTEROIDS	$ 545
TEMPEST	1195	ROBOTRON	1995
ZAXXON (new handle)	1895	DONKEY KONG	1795
STARGATE	1795	DEFENDER	1245
TURBO	2395	DEFENDER (ct)	1095
SPACE DUEL			$1095

5% off all purchases of 5 games or more
Discounts do not apply to Super Duo Specials

Games UNLIMITED

9059 VENICE BLVD., L.A., CA 90034
WE SHIP ANYWHERE – (213) 836-8920

WANTED: Galaga & Ms. Pac-Man uprights if $2195 or less. Kansas City, MO 816/531-7748

FOR SALE: Space Duel (new), $1695; Pac-Man, $1895; Tempest, $1595; Qix, $1495; Space Invader, $350; Space Encounter, $250; and Asteroids Deluxe, $895. D & P Music, 658 W. Market St., York, PA 17405. Call: 717/848-1846.

FOR SALE: Rowe WRA wall boxes, reconditioned. Seeburg consolettes—antique or chrome. Both Rowe and Seeburg hide aways available. MARION AUTOMATIC MUSIC, 871 N. Marion, OH 43302. (614)382-9585

ROUTE CLEARANCE SALE
!!!PRICED TO SELL!!!

PAC-MAN	$1950.
FROGGER	1870.
DONKEY KONG	2075.
ROBOTRON	2295.
ALPINE SKI	2000.

OLDER GAMES ... GREAT PRICES

919/227-0416

DISTRIBUTORS WANTED
Utec Inc. a Manufacturer of Quality Kiddie Rides is seeking Distributors to Represent Our Line on an Exclusive Territory Basis.
For Complete Information Write or Call

utec
UTEC INC.
P.O. BOX 12530/2700 HIGHLAND AVENUE
CINCINNATI, OHIO 45212 / (513) 531-2800

HEAVY DUTY GAME CABINETS
4 styles/$165 - $185
OPERATORS!
Make your own games for under $1200! Many legal boards available
We supply cabinets & also supply names of dealers handling all necessary parts to build your game
"If you can fix 'em, you can build 'em!"
R.V. ELECTRONICS
712/722-3443

VIDEO GAME SPECIALIST
1. **Repair most current video game PC boards at the lowest price.**
2. **Consult & design video game software & hardware. We can turn your idea into a new video game.**
3. **Supply PROM, IC chips, & parts related to game boards.**

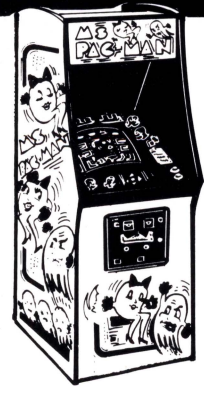
I.A.D., INC.
171-01 Jamaica Ave., Jamaica, NY 11432
212/739-0758

CONVERTABLE COCKTAIL TABLES
$575.00 ea. F.O.B. Los Angeles, CA
We have gorgeous (but used) CONVERTABLE cocktail tables with four-way joysticks and color montitors which will accept any P.C. Board you may have.
For more information call:
213/225-1337

WHOLESALE GAMES FROM COAST TO COAST

One DONKEY KONG
+ One ZAXXON
+ One SPACE DUEL

$6,495.



Ms. PAC-MAN
$2,395.

WE HAVE TRON

CEG™

WE SELL THE *FUTURE.* **. . . FOLLOW US.**

Computer Earning Games, Inc.

51 Monroe St., 18th Floor, P.O. Box 1687 Rockville, MD 20850 (301) 251-1200

TRUCK FOR SALE: 1981 Ford LN7000 with custom aluminum 18'6" body with lift gate. LIKE NEW. Perfect for moving games. $26,500 or best offer. Call: 313/449-2016

SCHOOL FOR ELECTRONIC GAMES
Two-week course covers video and pins. By Schematics! Our 11th year! CAL'S COIN COLLEGE, P.O. Box 810, Nicoma Park, OK 73066. 405/769-5343

VIDEO GAME LOGIC BOARDS
New & Used imported games
LONG LIST
Fabco International Inc.
104 Applewood Dr., Suite 'A'
Longwood, Florida 32750
305/831-0399

??WHY PAY MORE??

Pac-Man (ct)	$1795.
Defender	1475.
Omega Race	995.
Qix	75.
Tempest	1295.
Missile Command	745.
Make Trax	995.
Hyperball	745.
Flight 2000	575.
Black Knight	725.

...plus many more!
INQUIRE ABOUT OUR PRICE LIST!

flipper mcgee
amusement company
9815 Main St., Whitmore Lake, MI 48189
313/449-2016

COMPLETE BUYING SERVICE
* VIDEO * PINBALLS *
(NEW AND USED)
* KIDDIE RIDES *
* PROMOTIONAL ITEMS *
* HOME VIDEO GAME CARTRIDGES *
Unlimited quantities/Fast delivery
WHOLESALE PRICES ONLY
ALL-PRO AMUSEMENT CO.
Walter or Cheryl Goines
9604 Middleton, Lee's Summit, MO 64063
816/524-8829

SPECIAL NOTICE
purchase your used equipment from
NEW ORLEANS NOVELTY CO.
In business for 50 years
International reputation for selling the finest used videos; flippers; & amusement games available anywhere.
Each & every game beautifully refinished like new by experts
All games authentic legal factory models
GET ON OUR MAILING LIST FOR OUR LATEST PRICE BULLETINS OR CALL
Rose, Eddie, or Jean for latest prices
3030 No. Arnoult Road
Metairie, LA 70002
Tel: 504/888-8500

DONKEY KONG, JR.

NOW IN STOCK

CALL NOW FOR IMMEDIATE DELIVERY

Premier DISTRIBUTING CO., INC.
7051 Port West #150
Houston, Texas 77024

713/868-4145

P.S. ALL OTHER POPULAR GAMES ALSO IN STOCK!

100's OF USED GAMES FOR SALE!

Locations throughout the United States. Videos and Pinballs always available at good prices from our chain of game rooms!

Call or Write for Sales List:

Contact: Games Division
Malibu Grand Prix
21300 Califa Street
Woodland Hills, CA
91367
(213) 703-0022

Showboat Golf 'n Games · Malibu Grand Prix · Castle Golf & Games

MALIBU FUN CENTERS

TOP LINE BRASS TOKENS

Approx. 30M or 35M
Stock #.900 brass tokens
Eagle Front/Star around
coin back-no refund
no cash value

Sold only as single lot
5¢ per token
(slightly used)

call: 203/838-7700

ROUTE CLEARANCE

ZAXXON	$1900
DONKEY KONG	1700
PAC-MAN	1600
OMEGA RACE	950
ASTRO BLASTER	750
STARGATE	1500
PHOENIX	950
FROGGER	1200
DEFENDER	1200
TEMPEST	1000
GALAXIAN	650
ASTEROIDS	375

B & B VENDING
1560 Edison St., Dallas, TX 75207
214/747-0041

TENJIN INDUSTRIES CO. LTD.

886 N. Garfield Ave., Montebello, CA 90640
(213)725-0185, 725-3103

PROVIDING:

* The hottest new money making machines
* Parts & repair work for all kinds of video games.
* Rebuilding old games into new attractions.
* PROMPT SERVICE!!!
* We make your old machines & out-of-date games come alive again.
* Leasing & locations available

DON'T SIT ON YOUR "ASTEROIDS"!!

CONVERT TO NEW HOT FULL COLOR GAMES WITH XC-100 ASTEROIDS CABINET CONVERSION KIT

XC-100 KIT

$495.00

KIT INCLUDES:

* 19" color monitors
* Isolation transformer
* Monitor mounting bracket (allows both vertical & horizontal picture tube mountings).
* Picture tube bezel
* Tinted plastic safety screen
* Choice of control panels
* Monitor bracket template for easy mounting
* All required hardware
* Easy instructions

THIS IS A SUPER KIT! IT IS WELL ENGINEERED & CAN BE INSTALLED IN LSS THAN 2 HOURS.

"YOUR TOTAL SATISFACTION IS GUARANTEED"

***"XC-101 kit $275.00, same as XC-100 but without color monitor"

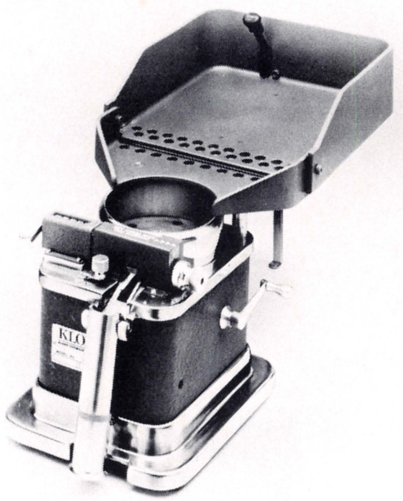
WVGO, INC.
15000 Main Street
Gardena, Calif. 90248

213/516-9525

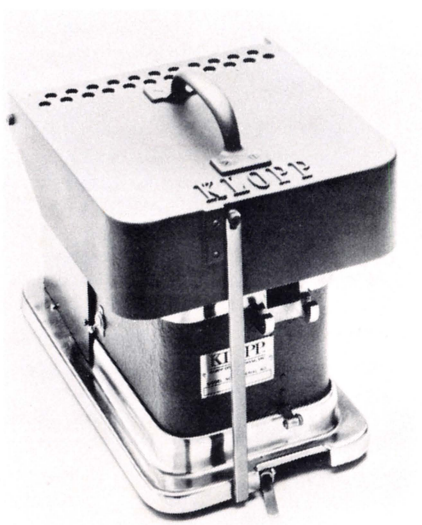
Aids to the Trade

Klopp counts 4 sizes

Klopp *coin counters* now count not only four coins but also the four most popular size tokens used in the industry. These are the .984, .900, .882, and .800.



Klopp Model CM - Manual Counter



Klopp Model CE - Electric Counter

Token tubes for bagging or wrapping are available. This new quadruple token versatility was added to Klopp *counters* at no increase in the retail price. Klopps can also count other sizes of tokens with special factory adjustments.

Totally portable, Klopp's manual model (pictured open) weighs only 14 pounds and the electric model (pictured closed) only 22 pounds. Both models can also be used as stationary counter-top units.

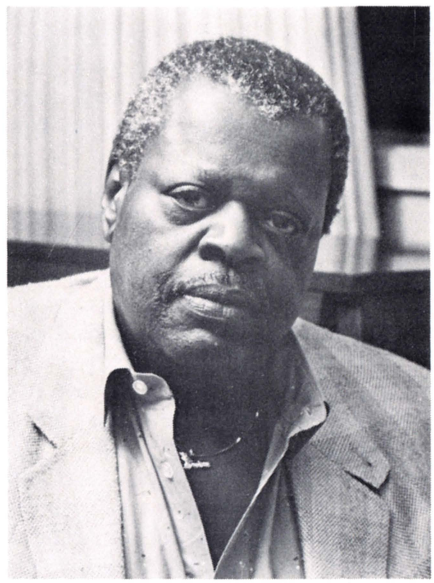
Electronic playing piano

Oscar Peterson, lauded as one of the world's greatest jazz pianists, was heard "live in-concert" on thousands of pianos equipped with Superscope Inc.'s *Pianocorder* reproducing system, the patented device which converts an ordinary piano into an electronic player using special cassette tapes.

"Body and Soul," the jazz classic that has become Peterson's trademark, is the title song on his *Pianocorder* tape. Other selections include "Back Home In Indiana," "Tenderly," "Misty," and "Mack The Knife." Duke Ellington tunes, "Take The A Train," and "Lush Life," are also featured.

"Body and Soul" is the fifth release for *Pianocorder's* "Contemporary Artists" series, following performances by Roger Williams, Peter Nero, George Shearing, and Steve Allen. There are more than 300 additional tape cassettes available for the *Pianocorder* in a wide range of ragtime, pop, jazz, and classical styles.

For more information on the *Pianocorder* system or its tape library, contact Marantz Piano Company, division of Superscope Inc., P.O. Box 460, Morganton, NC 28655, or phone toll-free at 800/438-7023.



Oscar Peterson

Strength on cue

Royal Forgues Associates has developed a new *pool cue* of a patented epoxy and fiberglass construction to make it virtually indestructable and totally resistant to warpage, company officials claim.

Royal Forgues offers a three-year warranty against breaking, bending, warping, or splitting. The sticks have been location tested for more than three years.

The sticks come with a standard screw on tip but slip-on tips do fit and are available. The sticks are 57 inches long and are in the medium weight category, making them suited to both tall and short players alike. Rubber butts snap in without a screw so there is no loss to the butt due to the screw breaking.

For further information, contact

Dave Smith, sales manager Black Gold Cue Co. Div. of Royal Forgues Associates, 44 West Main St., Malone, NY 12953. Phone 518/483-4403.

Distributor inquiries invited.

Sure, safe movement

The need for accident prevention and risk management in public areas has generated a line of floor, step, and handrail lighting products called *Tivoli Guidelights*.

Easily installed, the systems require very little energy or maintenance expense, company officials claim. Designed for carpeted or uncarpeted floors and stair steps or to replace or be attached to existing handrails, these *Tivoli* products can prove very useful in justifying reduced insurance costs.

There are more than a dozen different applications for *Guidelight* products. This low voltage lighting system is a practical area delineator that lies flush with the carpet surface. It can be installed to conform to almost any floor design.

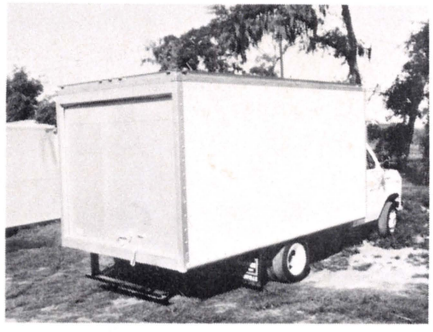
Most important is its ability to direct traffic flow, especially in emergencies. Since the source of light from *Tivoli Guidelights* is at the floor level, it functions exceptionally well in a smoke-filled environment. A runway effect is created. It eliminates time lost in adjusting to darkened conditions for quick and sure movement to exits.

Three extrusion designs accommodate carpet-to-bare-floor installation, carpet-to-wall, and mid-carpet placement. *Tivoli Guidelights* are most frequently seen in carpet-to-bare-floor placement. In-carpet applications are appropriate for theater and hotel lobbies, and stores. Carpet-to-wall *Guidelights* can be highly functional in hallways and on stair risers.

Power is from UL listed Class II transformers. Energy consumption is about ¼ to ½ watt per linear foot. Light bulb life is measured in years. Maintenance cost, if any, is negligible.

For more information, contact Tivoli Industries, 1513 East St., Gertrude Place, P.O. Box 11523, Santa Ana, CA 92711. Telephone: 714/957-6101.

Truckin' videos



Cargo-Lite of Jacksonville, Florida, a custom van body manufacturer, introduces its *Parcel Delivery Van Line*. These *Parcel Delivery Vans* are designed in accordance with ICC specifications, using high-quality FRP construction that results in a body that will outlast the chassis, company officials claim.

Cargo-Lite builds each body to customer specifications, subject to chassis limitations and offers a body that is suitable for any foreign or domestic cutaway or cab and chassis.

Standard specifications include overhead rear door, FRP side, front, and roof panels with ⅜ inch plywood core, heavy-duty aluminum upper and lower rub rail, recessed market lights, ICC step bumper, flush rear entry, and cab-to-cargo area walk-through.

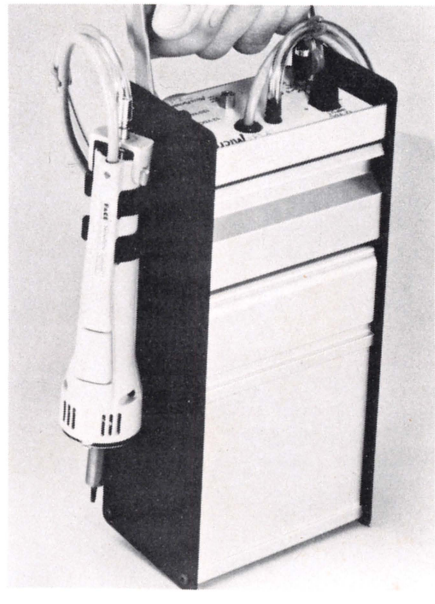
Cargo-Lite offers special terms to approved accounts as well as protected sales territories and freight assistance in selected major market areas. For more information, write Cargo-Lite, Box 3003, Jacksonville, FL 32206.

Micro goes everywhere

Pace's new *Micro* provides a self-contained power desoldering and soldering system so portable, it can be used anywhere electronic equipment needs to be repaired—in depot, in mobile vans, in remote field service centers, or on-site.

The pace *Micro* operates on AC and 12 VDC sources. It's compact and lightweight.

The Pace *Micro* warms up in one minute. Desoldering and soldering are accomplished with a single handpiece with a finger-activated vacuum. The *Micro* provides spike-free MOS safe operation and precise tip temperature control for high reliability repair.



The Micro system is available worldwide. For more information, contact: Marc Siegel, Pace Incorporated, 9893 Brewers Court, Laurel, MD 20707. Phone 301/490-9860.

Plan to attend the AOE 1983 March 25-27 at the O'Hare Expo Center, Chicago, Illinois.

ATW®

SEVEN TIMES SEVEN SORCERERS OF OLD SOUGHT SINBAD 7

Unleashed by the wizardry of ATW Sinbad 7 embarks on a new series of voyages through time and space.

Defeating the agents of destruction, Sinbad 7 flees with the 'key of destiny'

Overcoming the attacks of vile 'virons' Sinbad 7 is plucked back to face further trials of courage and endurance.....

Seven times over, he faces the power of the Sorcerers, and then seven times more.....

Will he succeed? only you can decide by taking the challenge and playing 'NEW SINBAD™ 7' from ATW.

NEW SINBAD 7™

ATW USA, INC.
460 Wildwood Ave.,
Woburn, Mass. 01801
U. S. A.
TEL:(617)729-1989 TLX:940745 CHENINTL

ATW, INC.
50, Chin 5th Road, N. E. P. Z.,
Kaohsiung(813) Taiwan, R. O. C.
Tel:(07)3615191-6, 3612789
Tlx: 72278 ATWHEAD, 72537 ATWKHH

Enquiries from established distributors are invited.

©1982 ATW USA, INC.

PUNK!

Outrageous!

PUNK! is the new wave in music—and now in games, too. It features the sights and sounds of today's young players.

Outrageously fun and completely entertaining, PUNK! is a great addition to your game line.

Keep in mind the Gottlieb reputation for quality and reliability. Call your distributor today, and talk PUNK!

Gottlieb™

D. Gottlieb & Co. 165 W. Lake St. Northlake, IL 60164 (312) 562-7400
Toll-free Service Hotline: (800) 323-9121 In Illinois: (800) 942-1620

A Columbia Pictures Industries Company

VISIT US AT AMOA BOOTH 1200

© 1982 D. Gottlieb & Co.
All Rights Reserved